

MNSFA Meeting June 21, 2011 6:00 PM

At Len Busch

Attendees:

Tiffany Hammond - HTC	Abbie Fox – Van’s
Kym Erickson – Soderberg’s	Vickie Bizek – Candlelight Floral
Annette Hentz – Carver Country Flowers & Gifts	Craig Hamm – Lund & Lange
Andrea Schroeder – Renning’s	Phil Schroeder – Rennings
Debbie & Jack Katzmark – Flowers on the Park	Patrick Busch – Len Busch Roses

- Meeting called to order at 5:30 PM (or shortly thereafter) by Kym Erickson
- Financial Report:
 - Approved
- Minutes:
 - Approved unread
- PRESIDENT’S REPORT
 - Funeral Directors Assn was last month and MNSFA participated for the 2nd year with a booth, ad in their directory and a handout card addressing “in lieu of flowers.” The director of the U of M mortuary science dept asked for 15-20 cards to give to students. Kim felt our presence at the convention was a success.
 - MNSFA and Len Busch were sponsors of the Susan G. Komen Race for the Cure on Mother’s Day. 10,000 stems were donated by LBR to decorate the tent, where the “Support Your Local Florist” message was promoted.
 - MNSFA participated in Art In Bloom, with an arrangement on each side of the banquet entrance and a card promoting the MNSFA web site via a QR code. We were asked back again next year.
 - MNSFA did centerpieces for the MN Retailers Assn golf event, with our MNSFA cards on the arrangements.
 - NAFA (National Alliance of Florist Associations) conference will be in the Twin Cities October 1-3, with a design competition held at the Mall of America (conference will be held at the Embassy Suites next door). Ardith will do a presentation on the judging course she teaches.
- STATEWIDE MARKETING CAMPAIGN
 - Phil Schroeder proposed a radio marketing campaign to promote the local florist in all corners of the state of Minnesota, funded by a \$5/mo donation from all MN local florists willing to participate, collected by the wire services as an add-on to their statements. It would be voluntary, with an “opt-out” provision.
 - In addition, we would ask our wholesalers to (as a group) match the florist donations.
 - MNSFA would receive the funds, and administer the entire campaign, including defining the message, stations, frequency, timing, # of campaigns and when to start.
 - A handout was passed around describing the concept in more detail, as well as a map of Minnesota radio station coverage and a sample ad script.
 - Once we hear back from the wire services (Bloomnet said “yes” immediately, the other two are thinking about it) we can begin to move forward with a committee (headed by Phil) advance the idea.

Minutes submitted by Annette Hentz

- In the meantime, members are asked to 1) influence their wire service contacts, 2) share the Support Your Local Florist message on websites, blogs and Facebook pages, and 3) open up discussion regarding this marketing campaign on websites, blogs and Facebook pages.
- WEB SITE
 - We got a preview of the web site, which looks very clean and usable. It should be “live” the week of June 27, with a little more tweaking needed in some areas.
 - It is anticipated that the site will also have a Discussion Board, although care will be needed in policing posts. It was suggested that Guidelines be posted that outline acceptable discussion board behavior to be used in the event that someone needs to have posting privileges revoked.
- CONVENTION
 - Dates were selected. The Convention will be held March 24-25, 2012.
 - Tiffany is Chairperson. She is looking for a co-chair, particularly to handle administrative and computer related functions.
- EDUCATION CLASSES
 - A number of classes are in the works to be offered in the evening, starting this fall, for roughly \$25 per class:
 - Weaving foliage greens, taught by Linda Pawlik sometime in August
 - Being a Better Competitor, taught before the State Fair
 - Ikebana, instructor not yet determined, targeted for September
 - It was thought that if these classes were opened to the public, it could be a fundraiser.
- CERTIFICATION
 - Sara (?) of Cook’s North Country Floral has agreed to be Chairperson
 - A number of ideas were proposed to try to increase the number of florists seeking MN Certification
 - The committee is still discussing the possibility of a student (Institute of Floristry and HTC) discount
 - Two Marathon Certification hands-on classes will be offered:
 - September 24-25 in the Twin Cities
 - October 22-23 (possibly in Duluth, just preceding the Marketing Summit Oct 24-25)
 - January 28, 2012 will be another hands-on class
- STATE FAIR
 - Dan Kotecki will oversee room decoration and will run the competition, which will be themed “Flowers of Your Life” and will involve floral designs for a celebrity, personality or fictional character.
 - We discussed starting a new State Fair tradition that fair-goers would look forward to each year (similar to the annual trek to Sweet Martha’s for a bucket of cookies) – that would be an incredible deal (\$5 or \$6) on a 10-stem rose bouquet.
 - Rotunda will be much the same as last year
 - Demonstrations will be: Flowers for Kids (8/25); Professional Floral Designers Share Their Secrets (8/31, using competition pieces); and Find Your Style: Bridal bouquet 101 (9/1, also using competition pieces)
 - Exhibit Hall – may be some changes in the “players”; it was suggested that we write exhibiting guidelines and ask the exhibitors if they’re willing to comply. If not, someone else will take their spot. Or if they say they will comply, but do not, they will not be invited back the following year.

- Next Meeting –Tuesday, July 19th at Sam’s Florist, Duluth at 3:00 PM
 - Flower shop tour with Kym at 9 AM
 - Dinner afterwards – Blackwood’s in Proctor, MN
 - AmericInn \$79.99 per night (218) 624-1026
- Meeting Adjourned at 7:30 PM (or thereabouts)