



# West Central Michigan Horticultural Research, Inc.

*Board Meeting 9/10/19*

## Board Members:

Andy Riley  
Gerrit Herrygers  
Mike VanAgtmael  
Art Lister  
David Rennhack

## Non-Voting Attendees:

Richard Raffaelli  
Dave Jones  
Patricia Parsons - *Scribe*

**Location:** Peterson Farms

**Start/Finish:** 6:30pm – 8:03pm

**Previous Meeting Recap:** *Gerrit read minutes from last meeting October 2018.*

## Topics of Discussion & Old Business:

1. Richard - Role of Peterson Farms
  - A. Has given permission to allow board to acknowledge funding contribution from PFI publicly
  - B. Meeting with Dawn Drake
  - C. Conference call with MSU & MDART
  - D. Phil to setup meeting with Andy and Gary at Peterson Farms for Plant Touring, Statistic Reports, Farm Touring, & Possible Site Tour.
  - E. Suggest finding someone that is in Farm Accounting for the board.
  - F. PFI will email meeting minutes to board instead of reading minutes at the beginning of each meeting.
  - G. 3-year Business Plan
  - H. Logo development for Foundation
  - I. IT support for website launch
    1. Board Members & Bios
    2. Talking Points
    3. Project Milestones
    4. Contact Information
2. Dave – Grant Proposal
  - A. Went over the pros and cons
  - B. Identified the two big areas for Grant Application
    1. More in depth structure of the board and the business plan
    2. Single Problem emphasis (Suggestion: Catering to SWD in Michigan cherries and explain that it is not the only focus but priority focus)
  - C. Grant Revision
    1. Jody offered to review the Grant Application for the board.
    2. Draft to be complete by the end of September giving the board a couple of weeks to review before submission.
    3. Letters of Support – More Customized Letters Needed
      - a. Processor – PFI agreed to write letter and help fund
      - b. Chemical
      - c. CNO – Has agreed to write a letter and fund trees
      - d. Everfresh – Agreed to write a letter
      - e. Nursery
      - f. CMI – Agreed to write a letter
      - g. Hart Township
      - h. Shelby Township
      - i. Gerber – Possible



4. Meeting with Heather on Grant – Andy
  - a. Top 5 Pitch Points of Scoring
    - Match Amount
    - Ability to explain Return of Investment (ROI)
    - Explanation on how the project will sustain after funding
    - Letters of Support (Not Generic Template – Customized)
    - What is your plan (Business Plan Layout)
3. David – Financial Report
  - A. No new donations as of recent
4. Mike – Tree Fruit Commission
  - A. Has allocated \$50,000 in a line item in the budget for use
    - a. Pending Grant approval which may change since PFI is now invested
    - b. PFI allocate \$50,000 in a line item budget contingent to Tree Fruit investment
  - B. January will need to setup for March meeting
5. Andy – Land Option
  - A. Parcel A – Longcore owned is ideal location by board
  - B. Parcel B – Cox owned willing to land swap with Parcel A
  - C. Proposal submitted to move on Richard, Andy, & Gerrit working a deal to purchased Parcel A.

**New Business:** No New Business

**Motions Voted On:**

1. Nomination presented to board to make Richard Raffaelli Honorary Trustee. After by law review Richard meets the requirements as a non-voting member under the title of Honorary Trustee.  
*Vote Carried - Motion Passed - Unanimous*
2. Motion to Move – Richard, Andy, & Gerrit working out a deal with landowners to put a down payment in escrow for Parcel A contingent on the MDART Grant approval with Longcore landowner and agreement to broker contract with Cox landowner. Will broker with Cox landowner and Longcore landowner of property purchase of Parcel B same day property purchase of Parcel A is complete.  
\*Board Stipulation: Board will have final approval.  
*Vote Carried – Motion Passed- Unanimous*
3. Motion to Adjourn  
*Vote Carried – Motion Passed 8:03pm - Unanimous*