



West Central Michigan Horticultural Research, Inc.

Board Meeting 11/5/19

Board Members:

Andy Riley
Mike VanAgtmael
Art Lister
David Rennhack
Caleb Coulter
Richard Raffaelli
Gerrit Herrygers – Absent (Did Not Vote)

Non-Voting Attendees:

Tim Harvell - Scribe
Patricia Parsons - Administrator

Location: PFI/Teleconference

Start/Finish: Call to Order 6:10pm / Motion to Close 8:11pm

Attendance Called: Attendance taken 1 absence / Motion Approving Attendance 6:11pm

Agenda Approved: *Board Confirmation email received of 11/5/19 meeting agenda and accepted. / Motion to approve Agenda 6:11pm*

Previous Meeting Recap: *Board Confirmation email received of 10/18/19 meeting minutes and accepted. / Motion to approve minutes 6:13pm*

Topics of Discussion & Old Business:

1. Amendment to articles for job description reviewed.
 - A. No issues with content
 - B. Board good to go with content entered
2. Current Status of Fundraising Totals
 - A. \$21,500 handed to treasurer from Horticultural trust to deposit in organization account.
 - B. \$153,500.00 in received donations that have been donated to the account or the trust
 - C. \$1,000 in received pledges and/or donations returned to donors for payable name change
3. Fundraising Plan
 - A. Challenged members to handout 20-30 donation flyers
 - B. Having flyers available at the Great Lakes Expo
 - C. Putting an article in the Fruit Growers News
 - D. Andy – suggest a multi-level donation plaque
 1. Bronze - \$3,000
 2. Silver - \$5,000
 3. Gold - \$10,000
 4. Platinum - \$20,000
 - E. Patricia – Develop a Letter of Recognition Template & Update Presentation
 - F. 1st Founders club for 1 year. Following years have legacy levels and beyond (possibly after building is built).
 - G. Suggest recognizing donors in an article in the Oceana County Press
 - H. Be open to cash or equipment as donation
 - I. Be mindful of asking donations from like category company's
 - J. Members to give a list of fundraising targets.
 - K. Members itemized some areas of donation potential. Patricia developing a master list.

Follow Up/Updates:

1. Andy – Insurance Update
 - A. \$159.00 premium for 2 million (liability coverage) Farm owners Policy
 - B. Will send a copy of the insurance policy to Patricia for filing



2. David/Andy – Lock Box at Bank
 - A. Lock Box for \$40/month for securing Organization’s Documents safely
3. Richard – Asparagus committee formed by John Bakker want to meet
 - A. Trying to a motion to that committee for a \$150,000 buy in of the research station
 - B. Would entail lifetime partner access rights
 - C. Concerns voiced about partnership
 - D. Discussion of committee creation for organization
 - E. John would like to be Farm Manager but, MSU & Board will vote on Farm Manager
4. Richard – MSU support
 - A. MSU will fund Farm Manger to hire by Spring 2020.
 - B. Will furnish needed lab supplies and equipment.
 - C. Landscaping and signage
5. Richard– GreenStone Farm Bureau
 - A. Connecting with corporate office for \$100,000 donation
 - B. Asking for Accounting for the organization
 - C. Member added to board will be discuss next meeting if agreement is made
 - D. Proposal submitted for motion to have GreenStone conduct the Board’s Accounting if agreed to by GreenStone
6. Andy – Board Members & Committees
 - A. Art’s term is coming up Jan. 1, 2020.
 - B. Meeting needs to occur prior to Jan. 1st to consider Art’s term and/or a replacement if necessary
 - C. Need to realign the annual meeting

New Business:

1. Building Permit
 - A. Board to come up with a planting plan
 1. Proposal submitted for motion to move forward with a rough plan to submit to Weare County of quadrant of building structure for building permit.

Motions Voted On:

1. Motion of Approval – To allow GreenStone to conduct the organization’s accounting if agreed to by GreenStone.
Moved: Richard – Support: Dave – Passed by 6 present members – 7:52pm
2. Motion of Approval – To submit a rough building structure quadrant plan to Weare County for building permit.
Moved: Mike – Support: Caleb – Passed by 6 present members – 7:33pm
3. Motion to Adjourn
Moved: Richard – Support: Dave – Passed by 6 present members – 8:11pm