



## 2008 ANNUAL GENERAL MEETING LANDSCAPE NOVA SCOTIA HORTICULTURE TRADES ASSOCIATION

November 24th, 2008  
Westin, Nova Scotia

Attendance: Robin Godfrey, Scott Mosher, Paul MacPhee, Peter Bugden, Doug Conrad, Carol Goodwin, Kirk Fletcher, Russ Beakhouse, Kevin McGinnis, Craig Roberts, Ryan Streach, Clinton Pinks, Pam Woodman, Alan Streach, Linda VanVulpen, Sandy Robertson, Michael Pinks, Stan Kochanoff, Jeff Morton, Kari Hjelkrem, Michelle Muis, Jamie Lowe, MaryAnne Elliott, Morgan Cronin, Trevor Campbell, Gorden Zwicker, Tim Jansen, Karen Verboom, Jim Verboom, Adam Cooney, Tracey MacKenzie, Julia Ricottone

Guests: Victor Santacruz (CNLA), Liz Klose (CNLA), Alanna Wolf (HortProtect), Sara Munshaw (HortProtect), Gerry Callaghan GL. Callaghan Accountants, Jim Landry (LNB), Kevin Nauss (LNB)

Regrets: Rebecca Wetseelar (CNLA), Michelle Gregory (CNLA)

### MEETING CALL TO ORDER (5:15 pm)

#### WELCOMES & INTRODUCTIONS

- Robin Godfrey (President) Welcomed members and acknowledged guests. Guests include: Victor Santacruz and CNLA staff are present, Jim Landry (LNB), Kevin Nauss (LNB), and Gerry Callaghan, GL. Callaghan Accountants.

#### 1. APPROVAL OF MEETING AGENDA

*Robin asked for a motion for the Approval of the Agenda  
Moved by Sandy Robertson / Seconded by Russ Beakhouse  
Motion Carried*

#### 2. APPROVAL OF MINUTES - November 29th, 2007 Annual General Meeting

*Robin asked for a motion to approve the Minutes of November 29<sup>th</sup>. 2007 AGM as circulated.  
Moved by Sandy Robertson / Seconded by Carol Goodwin  
Motion carried*

#### PRESIDENT'S REPORT / REMARKS - (Robin Godfrey)

- Robin Godfrey talked about the recent changes with office over the last 6 months and it's implications for the future. New changes include a new office location and introduced the new full-time Executive Director, Pam Woodman. Discussed Pam's role as ED and how these new changes will benefit the membership and the future of the association.
- Discussed the launching of the new 2009 Membership Directory in the new year.
- LNSHTA has been in discussion with NS Office of Economic Development about the possibility of obtaining rebranding funding. This will help LNSHTA change the image of the association to government and the public as a professional and green industry.
- Robin Godfrey echoed that these new changes and initiatives are important for the growth of the industry and the Association and that an exciting new year is ahead of the industry.

*Moved to Accept President Report  
Moved by Sandy Robertson / Seconded by Russell Beakhouse*

#### **Housekeeping**

- Annual General Meeting Packages were distributed. Packages include: Financials 2007 – 2008, 2009 Budget, Executive Director Report, and Committee Reports.
- No set break, so refreshments are served throughout the AGM.
- Due to time restrictions it is asked that questions be asked during committee reports.
- Attendees were invited to join the membership for the Awards of Excellence Gala in the Atlantic Ballroom at 7:00 pm.

### **3. BUSINESS ARISING FROM MINUTES** - November 29th, 2007 Annual General Meeting

Sandy Robertson expressed concern about some action items not carried through. Specifications committee is one particular that has proved to be inactive.

Stan K, chair of the Soils Committee responded by mentioning that there is a deadline (Jan., 09) to get the changes to the Soil Specs. Stan will be having a meeting in January 09 with the industry and representatives to HRM to discuss any issues or changes.

Sandy Robertson expressed disappointed that nothing is happening with the Education Committee. Events were cancelled from lack of interest. Robin Godfrey communicated the association will move forward with event even if it loses money.

### **4. FINANCIAL REPORT:** Submitted by Peter Bugden (Treasurer)

- Financial Report 2007 – 2008 (AGM Package)  
Gerry Callaghan presented an overview of financials gave report.
- Budget Report 2008 – 2009 (AGM Package)  
Peter Bugden presented an overview of budget 2009.

Michael Pink raised the issue about the revenue surplus and asked how it will benefit members. Victor conveyed that is important to grow revenue and that government likes to invest in NGOs with money.

Stan Kochanoff asked about the HortEast revenue. And asked about how it will be split? Doug Conrad (chair of the HortEast committee) communicated that a small portion goes to LNL based on participation and the remainder will be split 50% / 50% with LNS and LNB.

Michael Pink pointed out a surplus of revenue that has been sitting in the ING Direct Account for quite some time. Michael requests to keep the money in the ING Account to being restricted and to be spent only at the judgment of the membership.

*Motion to approve the 2008 Financial Statements as presented.*

*Moved by Michael Pink*

**Motion carried.**

*Peter Bugden moved to use Gerry Callaghan's services for Financial Reviews for the next 2 yrs.*

*Moved by Sandy Robertson*

**Motion carried**

## 5. COMMITTEES & REPORTS - Discussion and feedback on written reports already distributed

**Education Committee Report:** Submitted by Kirk Fletcher (committee chair)

Reported results of a survey that was conducted in October 2008. There was concern of the low response rates. The question was then asked if we should base the future on the education committee on 25 responses.

Sandy Robertson talked about funding that NS Federation of Agriculture provides funding support for some initiatives. Jeff Morton responded that the NS Federation of Agriculture has funding for projects for but LNS initiatives do not qualify for this funding.

Red Seal Program: Doug Conrad reported that things are moving along with the Red Seal Ad Hoc Committee.

Unemployment Insurance (EI) is an issue that the membership wants to bring up. Victor talked about the new developments of the Red Seal Program and that there will be new developments with EI in the future. Victor also thanked the industry for making this possible.

In the 2009 budget it was predicted that there would be a surplus that has been not allocated to any one project. The board created an Opportunity Funding for committees to submit proposals to the boards to access the funding. The Opportunity Funding deadline is Feb 28. Scott encouraged committees to think of a project.

Kari Hjelkrem asked about the status of the membership numbers of the Greenhouse Grower's Association and Robin responded that the membership is shrinking.

**Government Liaison Committee:** Although no report was submitted, Robin Godfrey communicated that Alan Streach will take the lead with this committee. However, Alan wants a response from the membership to take industry related issues to the government. There will be an email distributed to the membership offering the opportunity to submit any industry related issues for Alan Streach to take to government. This will take place in January 2009.

**All Committee Reports can be view by visiting the Landscape Nova Scotia website or by contacting the Landscape NS office.**

**Membership Committee:** Submitted by Carol Goodwin

**Awards of Excellence Committee:** Submitted by Carol Goodwin

**Certification Committee:** Submitted by Doug Conrad

**CNLA Report:** Submitted by Doug Conrad

**HortEast Report:** Submitted by Doug Conrad

**Patio & Garden Show:** Submitted by Paul MacPhee

**Retail Garden Centre:** Submitted by Robin Godfrey

**Specifications:** Submitted by Stan Kochanoff

**Atlantic Association of Landscape Designer's Report:** Submitted by Linda van Vulpen

*Motion to approve all committee reports  
Peter Bugden / Seconded by Russell Beakhouse  
All in favour,  
**Motion carried***

## **6. NEW BUSINESS**

### **• Evaluation of LNSHTA Membership Dues Structure**

Scott Mosher to present an Evaluation of the Membership Due Structure for 2009.

Scott talked about streamlining dues. It was recommended that the Intro Member option be taken out as an option. Scott stressed that this was no fault of the membership, however only 4 members pay over are claiming the larger revenues associated with the higher membership fees. Scott remarked that this isn't fair and the honour system isn't working. If members were paying the fees that were associated with the company's true revenue category, the association's revenue would increase dramatically.

Sandy also noted that these companies with larger revenues categories assist Landscape NS in other ways, such as events sponsorship etc. Jeff Morton wants the membership fees to be fair to all members. Peter Bugden confirmed that this is just a way to be fair to all members. Scott mentioned that this change wouldn't take affect till 2009 - 2010.

*Motion: Michael Pink moved that for 2009 - 2010 fiscal membership fees will be set for active members at an equal rate per member. However, the total revenue amount generated should not exceed the 2008 - 2009 membership revenue within a reasonable amount.*

*Stan Kochanoff seconded  
All in favour,  
**Motion carried***

### **Reviewing Strategic Plan in 2009**

Sandy Robertson mentioned that board isn't following the strategic plan and feels that "the ball was dropped". Doug Conrad suggested that the board reviews the strategy plan and he feels that the plan hasn't been followed. Scott Mosher mentioned that some things were done or ongoing. Robin Godfrey mentioned that the Education Committee has been reactivated and social events have been completed and more are to be planned.

*Motion: Scott Mosher to review the LNSHTA Strategic Plan in 2009 and present the review and any updates to the membership.*

## **7. 2009 ELECTION OF DIRECTORS & OFFICERS**

### **Conducted by Russell Beakhouse, Nominating Chair**

There were two vacancies and two nominations (Laura Coupar, (Elmsdale Landscaping) and Wayne Burke, (Underground Irrigation Systems).

### **The Nominating Committee will put forward the Slate of Directors for 2009.**

**Motion to close nominations for Directors.** (Robin Godfrey, Scott Mosher, Paul MacPhee, Peter Bugden, Carol Goodwin, Craig Roberts, Doug Conrad, Kirk Fletcher, Kevin McGinnis, Ryan Streach, Laura Coupar, Wayne Burke.)

*Motion to close nominations for Board of Directors*  
*Kari Hjelkrem / Seconded by Carol Goodwin*  
**Motion carried.**

The above noted directors were acclaimed for 2008 - Congratulations to all!

**Executive Director's Report**

Pam Woodman asked if there were any questions to the Executive Director's report (report attached). Sandy Robertson communicated to the group that he welcomes the new Executive Director and hopes that the membership and board supports the new ED in future.

*Guests were invited to the Awards of Excellence Dinner and Gala.*

**Motion to adjourn meeting at 7:10 pm.**  
**Sandy Robertson**



Scott Mosher, President



Pam Woodman, Executive Director

Date: January 14, 2009