



## 2009 GENERAL MEMBERSHIP MEETING MINUTES MARCH 12TH, 2009

### Landscape Nova Scotia Horticultural Trades Association

In attendance: Scott Mosher (Terra Nova Landscaping), Robin Godfrey (Atlantic Gardens), Peter Bugden (Nutri-Lawn), Doug Conrad (Clintar), Paul McPhee (MacPhee's Landscaping), Laura Coupar (Elmsdale Landscaping), Carol Goodwin (NSAC), Pam Woodman (LNS), Kirk Fletcher (Green Scape), Kevin McGinnis (Shaw Brick), Kari Hjelkrem (Down to Earth Landscaping), Jeff Morton (M2 Horticulture), Stan Kochanoff (Environova Planning Group), Tracey MacKenzie (NSAC), Russell Beakhouse (Groundcover Landscaping), Joe Bidermann (Joe Bidermann Landscaping Design), Kelly Grant (Springvale Nursery), Tara Ralph (Earthcraft Landscaping), Chris Poole (Terra Nova Landscaping), Clinton Pink (CBCL), Henry Vissers (NSFA), Danial Vissers, Richard Melvin (NSAF), Gordon Zwicker (Valley Sod), Mike Fralick (HortProtect / Bell and Grant), Marc Breau (Wallace Equipment), Brian Meahan (Wallace Equipment), Martin Tanner (Envirem Technologies), Keith Thompson (Fundy Landscape), Debbie Darrah (Lawn Rangers).

Regrets: Sandy Robertson (EarthCraft Landscaping), Doug Conrad (Clintar), Michael Pinks (Kel-Ann Organics), Linda Van Vulpen (Van Vulpen Design), Karen Verboom (Nova Tree Company).

2009 General Membership Meeting Presentations (*morning*)

Lunch (*12:00 am – 1:00 pm*)

### MINUTES

2009 General Membership Meeting

CALLED TO ORDER AT 1:08 PM

MOTION FOR APPROVAL OF AGENDA

Tracy MacKenzie / Kirk Fletcher

*Motion carried*

MOTION TO APPROVE THE MINUTES OF GENERAL MEETING MARCH 6TH, 2008

Motion: Stan Kochanoff / Russ Beakhouse

*Motion carried*

BUSINESS ARISING FROM MINUTES

Correction: Some pages from the 2008 GM minutes have the incorrect dates on them. Change the dates on all page to March, 2008.

WELCOMES AND INTRODUCTIONS:

Scott Mosher welcomed members and guests. And recognized representatives from the Nova Scotia Federation of Agriculture; Henry Visser (ED) and Richard Melvin (President).

### **LNSHTA Financial Report**

Presented by Peter Bugden, Treasurer (*report located in package*).

Scott Mosher explained the financials columns as they were cut off during the printing process.

- Financially everything is on target,
- The increase in revenue is due to HortEast and Directory,
- Peter feels confident that we will be in good financial shape by the end of the year.

Peter Bugden Moved / Robin Godfrey seconded

All in favour

***Motion Carried***

### **Executive Director Report**

Presented by Pam Woodman, Executive Director (*report located in package*)

- Office is going well, many members are feeling comfortable with dropping in to pay dues or talk about the industry and the association,
- Next issue of the GreenNScene will be in May, 09,
- CNLA meeting in Winnipeg (Feb),
- Membership List brochure is completed,
- Directory is being proofed, may take a couple of weeks before printed. Still waiting for a couple ads,
- Branding proposal is being submitted April 1, 09 to the NS Office of Economic Development. Other associations are rebranding, such as Landscape Ontario,
- Relationship Building – Executive Director has been attending other industry associations' AGM and is making an effort to attend meetings hoping to build relationships and potential opportunities for LNS members.

### **COMMITTEE REPORTS**

#### **CNLA Report**

Doug Conrad is in Ottawa and unable to attend. CNLA minutes have not been distributed to office. A report will be generated once Doug gets the notes from the meetings.

#### **Marketing & Membership Committee Report**

Presented by Carol Goodwin, Marketing and Membership Chair (*report located in package*)

- Two separate committees, due to continuing overlap initiative, the 2 committees were merged,
- It's felt that members who don't attend meetings and participant on committees don't feel connected to the association, so Pam and Carol were planning a road trip for Pam and Carol during the summer to meet existing members and to invite new members to join the association. Areas of interest include: Cape Breton, Valley, South Shore and Yarmouth area,
- A webinar option for members who are out of town is being investigated for LNS meetings,
- Web page needs some work and updating, will be investigating cost and what can be done in-house,
- Annual nursery tours for the summer 2009,
- Placed an ad in Saltscapes magazine which is distributed throughout Atlantic Canada promoting the Tax Credit,
- Placing an ad in the Chronicle Herald in the Home Etc. Edition (province wide)
- Printed Tax credit brochures for Ideal Home Show and to distribute to booth holders to hand out to potential clients,
- AGM – would like to provide information break out sessions discussing industry issues,
- Awards of Excellence - Will be using some marketing funds to marketing the winners in their local areas to entice more entries and sponsorships in the future,

- Radio Advertising – hasn't been done before, however the Home Renovation Tax Credit will be promoted to potential landscaping costumers.

Carol Goodwin moved / Russ Beakhouse seconded

All in favour

***Motion carried***

Discussions from Report:

Garden by the Sea! - Is there is value to LNS being at this event? Pam mentioned that a member will distribute LNS material at a members booth (located in the Yarmouth area).

Web site – Web site needs to be updated. The Pam can do some updates but can't make structural changes to the site without the original files. But there will be work started on it soon.

Garden Tours – Robin Godfrey recommended the possibility of getting a bus for the tours.

**Certification Committee Report**

Verbal update by Tracey MacKenzie

- CHT accreditation of NSAC - Hoping to spread out the testing more throughout the year and more frequently. Pointed out the benefits of having a dedicated faculty for a training centre for CHT training. CHT committee test dates the dates are April 17<sup>th</sup> & 18<sup>th</sup> and there will be a Garden Retail test on the 18<sup>th</sup>.
- Invited LNS Executive Director to luncheon meeting on Mon, March the16<sup>th</sup>.
- Brief discussion about the possibility of developing a proposal for the CHT testing and a training centre at NSAC. Scott Mosher mentioned that we need a bit more clarification on the training facility and agreed that more information is needed. He also suggested that an LNS representative should be at the table.
- Robin Godfrey is weary of hiring a consultant to take monies to tell us something we already know.
- Stan Kochanoff asked if Kingstec is involved all and Tracey mentioned that NSCC and NSAC is developing a MOU to agree to keep open lines of communications and relations.

**CNLA Report**

No report at this time. Report will be available at the LNS office once completed.

**HortEast Report**

Presented by Scott Mosher, LNS President (*report located in package*)

- Speakers have been secured,
- Funding opportunities has been explored,
- Platinum sponsor has been indentified,
- Booth sales are starting to roll in,
- Scott Mosher stressed that it is important the NS exhibitors support NB.
- Robin Godfrey mentioned that he and Pam (ED) were at the Geenhouse NS AGM and Ball felt that once a year is too much for an event like HortEast. They weren't interested in attending HortEast this year. Robin stressed that calling potential booth holders may be beneficial.

Scott Mosher moved / Robin Godfrey seconded

All in favour

***Motion carried***

Discussion from Report:

Jeff Morton mentioned that not having Rebecca Wetsaaler organizing the HortEast event may result in less revenues. Rebecca is tracking hours for a clearer picture of how much it will cost to hire Rebecca to coordinate the show in the future. New Brunswick likes the way it's been running.

Jeff Morton says it would be nice to have additional volunteers from the membership to help out with HortEast. This may relieve some financial reliance on CNLA. Scott Mosher agreed and said that we may need to have more registration help.

### **Education Committee Report**

Presented by Kirk Fletcher, Education Committee Chair (*report located in package*)

- Kirk Fletcher thanked the guest speakers and mentioned that topics were very informative,
- Kirk Fletcher reported that he was very pleased with the series of workshops and education initiatives that were available over the winter,
- Education Committee is looking for innovative ways to reach members with education opportunities,
- Discussed the collaboration with other associations (example Trucking Safety Association) on education initiatives,
- Talked about the low attendance for some events,
- Due to snowstorms many events were rescheduled,
- Listed the different courses that have taken place. Positive feedback from attendees.

### Discussion from Reports:

Robin Godfrey mentioned that some members were upset by the amount of events in the previous year, however the numbers were low. Robin thinks that the educational institutions should deal with specific training initiatives. This may relieve the stress of the office and ED. Maybe in the future in we can look into more effective way of providing training to members.

Red Seal - Jeff Morton asked if more information could be delivered to the members about the Red Seal Program. It was suggested that Doug Conrad give an update at the AGM.

### Upcoming Training Events:

Irrigation Training - March 26  
Paving Installation - April 2, April 16.

Tracey MacKenzie mentioned that the NSAC isn't out to make money so they will absorb any costs. Due to the success of the first Plant ID workshop, Carol Goodwin was asked to organize another Plant ID workshop.

Moved by Kirk Fletcher / Seconded by Robin Godfrey  
All in favour

***Motion Carried***

### **Garden & Patio Committee Report**

Presented by Russell Beakhouse, Garden & Patio Committee Chair (*report located in package*)

- Russell Beakhouse took over from Paul MacPhee as committee chair,
- Trade Show is 75% sold we have 6 booths left,
- The cost for the G & P show part is much cheaper than the bigger room,
- This year we have a new speaker presentation throughout the show (Niki Jabour),
- Elmsdale Landscaping is speaker sponsor,
- Encouraged to get out and participate,
- Silent Auction – Still looking for donations,
- Looking for volunteers.

Russell Beakhouse moved / Carol Goodwin seconded  
All in favour  
***Motion Carried***

### **Specifications Committee Report**

Presented by Stan Kochanoff, Specifications Committee Chair (*report located in package*)

- Soil Specs Workshop took place on Jan 21, 09,
- Very good turn out with over 40 people attending representing HRM, government and the industry,
- Some revisions to soil specs occurred as a result of workshop,
- New standards for the tree protection on Construction sites,
- Notes were sent out to meeting participants in Feb, 09, and 2009 Municipal Standards Binder will reflect this,
- Municipalities admitted they did not monitor or value landscape installations.
- Tracey MacKenzie mentioned that it's important that LNS are at the table for these types of things.
- Good job Stan!

Moved by Stan Kochanoff / Seconded by Tracey Mackenzie  
All in favour  
***Motion Carried***

### **Retail Garden Centre Report**

Presented by Robin Godfrey, Retail Garden Centre Committee (*report located in package*)

- Robin reported that there are a handful of LNS members who are also members of GNS,
- Robin feels that GNS members could benefit from being a member of LNS and take advantage of the services LNS provide,
- Mentioned being a member of LNS he gets included on the Garden Centre Canada, have an Award of Excellence category for Garden Retail Centre, CNLA benefits etc.,
- Perhaps developing a proposal and inviting the members of GNS to join as a commodity group may be in the future,
- Garden Centre Inspection Program Update - Eve Tigwell is coming from the UK to do the inspections however didn't realize the size of the country so they may have to do it over the longer period of time.

Moved by Robin Godfrey / Seconded by Laura Coupar  
All in favour  
***Motion Carried***

### **Motion to approve all committee report**

So carried

### **NEW BUSINESS**

- Saltscapes - Kari asked if LNS was expected to participate in the Saltscapes event. LNS did place an ad in the Saltscapes magazine. However, we won't be participating at the trade show. Too close to the Garden & Patio show. We are in partnership with Master Promotion and we make money on this event, so LNS energies should be focused on the G & P Show. It's safe to stay where we are at the moment.
- Scott Mosher said we cannot do both events in Halifax because they are too close and our monies will be better spent in the Yarmouth area or Cape Breton.
- Real Home Show – Can't accommodate LNS
- Robin Godfrey asked who will be negotiating the new G & P show contract. That is the responsibility of the Garden and Patio Chair.

- Jeff and Pam have been working with ESANS about the industry and will be collaborating on an event soon. There are opportunities with reclamation, green space, wetlands and brownfield redevelopment that Landscape NS should be investigating. Pam Woodman has some background with these initiatives and is interested in working on more future collaborations.

### **Evaluation of LNSHTA Membership Dues Structures**

#### Discussion:

Discussion around moving away from tiered system and having a flat rate for all members. Majority of members pay the lower rate and since there is no way of policing whether a company is paying the correct member category amount, the flat rate was the most logical direction. The rate that was determined to be a break even for Landscape NS is \$425. Since LNS is in a good financial position the rates don't need to be increased too much and we should keep this as low as possible for the current year.

Some concern that LNS may lose members because of the rate increase.

The motion was set at the AGM in Nov, 2008 to set a flat rate. Scott Mosher said that we already had the vote and this is just to establish the rate. Robin had some concern that \$425 wasn't high enough and that there should be a bit more cushion room. However, it was agreed to keep the rates fair.

**DATE OF NEXT MEETING:** Annual General Meeting, December 2<sup>nd</sup>, 2009

### **ADJOURNMENT OF MEETING**

Robin Godfrey motioned for adjournment of meeting  
Meeting adjourned at 3:30pm



Scott Mosher, President



Pam Woodman, Executive Director

Date: April 30<sup>th</sup>, 2009