

MIFMA Marketing and Community Outreach Committee Conference Call

January 5, 2009

4-5 pm

Those in attendance: Sher Watkins, Emily Beutel, Hollie Hamel, Nic Welty (co-chair), Ann Dougherty (Learn Great Foods), Dietrich Bronner (co-chair), Donna McClurkan, Dru Montri, Lj Kehn

- Introductions
- All were delighted at the number of participants.
- Dietrich read through agenda and asked for additions or exceptions and meeting continued.
 - Presentation for Annual Meeting (6-9pm March 9), to include Elections, Voting on By-Law Amendments, Past Accomplishments, Future Goals, Recruiting Committee Members for Identified Tasks
 - Sponsorship Program (What/how could we “sell” to businesses to sponsor, such as the monthly newsletter, conference calls, mailings, event sponsorships...other ideas?)
 - Fundraising Ideas including Market Tours
 - Membership Drive in April to commemorate our April 2007 Kick-Off
 - Member Recruitment, particularly Vendors and Farmers
 - Green Street Fair (May 1-3, 2009)
- Consistent meeting date for MCOOC discussed and consensus to first Mondays of the month at 4pm made. Agenda will be mailed within the week prior.
- Dru with ANR Week
 - Presentation on Monday, March 9
 - Growing your market on the Internet
 - Virtual tour of existing websites---discussion of this moving to committee, Nic will explore possible speaker(s). Goal is to have different speakers from last year.
 - Weekly newsletters and how to be effective for your market---looking for presenters.
 - Send to Dru examples of website and newsletter for virtual tour
 - Annual Meeting, March 9, 6-7 pm with dinner to follow.
 - Elections, By-Law Changes if necessary, year-in-review, 2009 plans, committee stuff, sponsors recognition, volunteer recognition.
 - Hollie suggested that the Board be lightly roasted.
 - Please submit Boot Camp II speaker suggestions to Dru for 2009
 - We need to ‘get the word out’ ...suggest that everyone with a website to add to the site or to newsletters!
- Dru, Ann and Market Tours
 - Partnership between Ann Dougherty of Learn Great Foods and MIFMA markets.
 - Tickets would be sold (\$50 non-members/\$40 members suggested at the time) for a market tour, cooking demonstration/class, meal and handouts. Dietrich suggested a lower member price such as \$30, figuring most participants would not already be MIFMA members but would be likely candidates to join as Friends and would be encouraged to do so with the proper pricing.
 - Tours from June to November. The following have ‘signed on’:
 - June-Meridian, August-Saginaw, November-Frankenmuth
 - Everything should be lined up to promote heavily at the Green Street Fair
 - \$500.00 needed to support project. It is a fundraiser for MIFMA.
 - Well rec’d with more discussion to follow at Board and Committee levels.
 - Ann pointed out the importance of press release NOW, then full info on separate locales to follow. Be sure to include Travel media in the press release distribution.
 - Walk ups taken? Yes, at a higher price.
 - Bus Group Tour Conference info would be very helpful...Lj to get info to Dru
- Dru will initiate a ‘round robin’ email notification to keep us all updated and for gathering information.
- Remember to send Dru website and newsletter info for ANR week.
- Next meeting February 2, 4-5 pm, Dru will update with conference call location.

Respectfully submitted, Lj Safford Kehn

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