

**MIFMA Marketing and Outreach Committee
Conference Call Summary
Friday, October 26, 2007**

Agenda Items:

- Choose brochure photos
- Membership drive
- Recruitment package

Participants: Dru Montri (MIFMA Project Manager), Nic Welty (Black Star Farms), Laurajeanne Kehn (Frankenmuth Farmers Market), Dietrich Bronner (Frankenmuth Farmers Market), Joan Tobin (Eat Local Food), Kirsten Simmons (Michigan Food Policy Council).

Action Items:

- Dru will submit the chosen photos to Emily to finalize brochure.
- Joan will draft a welcome letter for the recruitment package and email it to the committee for review.

Brochure Picture Selection:

- Nine farmers markets submitted photos, so we should try to select one photo from as many markets as possible for equal representation, with the themes of outdoor, indoor, summer, fall, and interaction photos.
- Dru tallied the list of votes, including those from Jan Peterson (not on call).
- Dru will send the photos to Emily who will update the brochure and then send out to the committee for review before it goes to print.

Membership Drive:

- Dru is mailing an “invitation to join” letter to MSU Extension Offices, 1,900 farmers, and 120 markets that aren’t members yet. An email was also sent out to the listserv. MIFMA currently has 66 members. This is a great effort.
- We decided that it is not worth rushing during the next two weeks to get more members signed up as charter members by November 15. Instead, we should focus our efforts on developing a marketing strategy for 2008 to increase memberships.

Recruitment Package:

- This needs to be finalized by Dec. 4 for the Grand Rapids Expo. It contains a “welcome letter,” brochure, printed e-newsletter, membership application, business card, list of current members, and list of Michigan markets with highlighted MIFMA members. The brochure contains MIFMA’s benefits. Dru will have around 1,000 printed with around 500 packets assembled (based on total Expo attendance of 3,000).
- Joan Tobin will draft a welcome letter and send it to the committee for review. We’ll discuss at our next meeting before it goes to print.

Next Meeting: 1pm-2pm Wednesday, November 28 - Prepare for Great Lakes Expo.