

MIFMA Marketing/Outreach Committee
Monday, February 16, 2009

Members Present:

Dru Montri, Sher Watkins, Christine Miller, Dietrich Bronner, Emily Beutel, Nic Welty

Agenda:

Annual Meeting

Membership Drive and Regional Meetings

Green Street Fair, May 1-3

Market Tour Update

Other Committees: Policy, Fundraising, Member Recruitment

Sponsorship and Fundraising Ideas

Annual Meeting

March 9th currently 15-20 people, we need 40 so will have to send out more reminders.

Schedule for the events at the Kellogg Center:

5:30-6:00 open arrivals

6:00-7:00 Business Meeting

7:15 plated dinner

8:15 on will be open networking

Trying to source local food for the event

- Local ingredients can only be used at the Kellogg Center if they are donated
- We need to determine how important it is to have MI ingredients
- Can we ask members to donate to this event?
- Christine states that it will be okay as long as the farmers are given good publicity for their donations
- Dietrich also thinks it will not offend members to ask for donations
- Dru is concerned that asking for donations from farmers all the time will not give a favorable impression for a group that is supposed to be helping make farmers profitable. It would be much better if we could pay the farmers.
- Dru and Adam would be happy to donate from their farm in exchange for publicity.
- Dru will try and find someone else to handle the organization of the food and possibilities for using local food.

Everyone needs to get their registration in ASAP. The deadline will be March 4 with 5% leeway for the dinner and the posted deadline will be March 2, 2009

Membership Drive

The week of April 20-26 will mark the anniversary of MIFMA inception. We should do informal regional meetings. This committee should work on organizing these meetings. Dietrich will have more of a networking meeting and set a template for how these meetings could be run and used as a membership recruitment tool. We need to contact people outside the list serve. Dru commented that we should make these more informal meetings and call them “Regional Farmers Market Meetings” sponsored or hosted by MIFMA and keep the heavy MIFMA influence on the sideline to bring in more non-MIFMA farmers markets. Christine and Sher both liked this idea. Dietrich wondered how many we should have in a week and what time to set these meetings? Dru suggested that we keep it open for regional planners to organize what will work best for the farmers markets in their area. An example would be to have a 2 hour round table circle meeting on a Friday and just have people sit together, share marketing information and begin informal networking. Sher agreed that we should not set a time and let it be open to each region, but keep all the meetings in the same week to mark MIFMA anniversary celebration and do advertising based on MIFMA birthday.

Dru suggested three press releases all focused on “happy birthday MIFMA”

1. Farmers Markets
2. Farmers
3. Friends

These regional meetings will also work well if we can overlap them with other events that are drawing the farmers market demographic.

→Emily joined the meeting←

Dietrich questioned how extensive our media mailing list is and suggested that it may be useful to have regional contacts who are MIFMA members and connected to their local newspapers to send out press releases directly

Emily thinks that our media list is very inclusive of all newspapers statewide, but a local contact does help as an extra means of getting the newspaper to notice and print information related to our press releases.

It was suggested that we should have people appointed as regional contacts, but for now we will just get it out as much as possible

Sher suggested finding the newspaper contacts that are also publishing many smaller publications so that one contact will lead to multiple papers getting our information.

Green Street Fair

Last year 2 shifts per day for 2 days worked well, we should continue a similar idea.

- This year it will be a 3 day event
- Dietrich pointed out that we need to start recruiting volunteers
- Dru suggested that we need a volunteer from our committee to organize the day and volunteers for shifts.
- Sher is the closest person, but her market opens the same week as Green Street Fair so she will be very busy.

- Sher will take responsibility for the day of on-site setup, but needs someone else to coordinate the volunteers.
- Dru has a wedding to go to that weekend and will be unavailable for the most part, but can bring supplies on Friday and pickup the materials on Sunday.
- Dietrich volunteered to organize the volunteer labor for the day and work with Sher.

Market Tour Update:

Meridian will be in June
 Northwest (Leelanau County) will be in July
 Saginaw will be August 14th
 Texas Township will be in September
 Farmington will be in October
 Frankenmuth will be November 29th

We need details to put out to Magazines for advertisement.

We also need to work on the logistics for the planning of each day with these markets.

Proposed plan for the day at each market:
 First Tour the Farmers Market let by a person at the market
 Next have a cooking demonstration
 Finally everyone will have a sit-down meal

Dru needs the actual dates and times ASAP from these markets to begin marketing and advertising for these events. This will be an agenda item for next time and Dietrich will keep emails going to discuss the progress.

Other potential committees:

Fundraising
 Membership Recruitment
 Policy

Dietrich is trying to get more people involved and make each committee more efficient. Dru thinks this is a good idea so that it will allow the marketing committee to focus on PR and Events. Christine agreed that it would be good, but only if we have enough volunteers. Dietrich agreed that these groups will help focus tasks and hopefully increase productivity. Sher commented that we have MIFMA members who are talented at fundraising and good with legislation and should use them for these committees.

Sponsorship and Fundraising:

Dietrich suggested the idea of “grab bags” to auction or raffle at ANR week. We can’t actually have a “raffle” but could do something similar.

Dru is wondering where we will get the donated items to auction and suggested coordinating this with food donations for events. Dru won't have the time to coordinate this, but likes the idea. Dietrich will organize this.

ANR week registration progress:
40 on the registration list, 15 for the afternoon SNAP
25 people signed up and paid

Action items:

Everyone needs to get their MIFMA annual meeting registration in

The committee members should be working on logistics for a regional farmers market meeting hosted or sponsored by MIFMA in April 20-26 time slot

Green Street Fair:
Sher will be on-site setup organizer
Dru will deliver supplies and pick them up afterwards
Dietrich will work through email to recruit volunteers 2 shifts per day for three days

All Farmers Markets on the Farmers Market Tours need to have their actual dates and time in to Dru ASAP

Dietrich will work on ideas for "market bags" for auction during ANR week festivities

NEXT MEETING:

March 23 2:30-3:30pm

Action items left from this meeting

Planning exact dates and times for Farmers Market Tours
Planning for Regional Farmers Market Meetings April 20-26