

MIFMA Marketing/Outreach Committee
Conference Call April 13, 2009

Present: Dietrich Bonner, Dru Montri, Nic Welty, Rebecca Titus, Emily Beutel, Jen Welty and Hollie Hamel

The MIFMA Board had their first 2009 meeting on March 29th and discussed status/goals of working committees. Professional Development and Marketing will remain the same. Fundraising will incorporate membership and recruitment, also. A distinct Legislative Committee will provide the MIFMA membership feedback on policies, new laws, and feedback regarding pertinent issues, etc.

As a committee, we can now begin to set new 2009 goals with a newly defined scope. Dru reported the 2008 charge of this committee was ... “generating greater awareness of MIFMA and continuing community outreach...create new materials...increase awareness of market shoppers...”

Discussion regarding what is community outreach resulted in the Green Street Fair and the six (6) upcoming market tours offered as examples. Another possibility discussed was SNAP/EBT outreach. It was also agreed that consistent MIFMA signage at all markets is another important and effective marketing/awareness tool. (8 X 11 poster)

Discussion touched on delineation of committees’ duties and scope. As the Marketing Committee meets monthly, there may be time sensitive new releases, decisions that cannot wait for that schedule. Committees will of course work together.

All agreed to these major points: marketing and outreach language will speak directly to consumers to best grow the customer base. The Marketing Committee is charged with generating greater awareness of MIFMA and farmers markets.

It was agreed that we will develop specific goals for future meetings.

The MIFMA website was discussed. It is understood that MSU, MIFFS, and MIFMA all have input and some responsibilities combined into the site.

It was acknowledged that there are some time-sensitive and creative barriers with the current arrangement, and discussion centered around MIFMA advancing to an independent website with no restrictions or oversight.

Several designs and features were discussed. Additional details and discussion will be needed to move on.

The Fundraising Committee has not met yet this year. We will lead the membership drive for 2009.

MIFMA (Dru and Emily) will send out press releases next week.

Membership drive and promotion/market tours begin in June 2009.

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