

**MIFMA Marketing and Outreach Committee**  
**Conference Call Summary**  
**3pm Monday, April 21, 2008**

**Agenda Items:**

- 5 min recap on last meeting's action item progress
- Green Street Fair participation in Plymouth, May 3 & 4 and list of local markets
- Promoting markets: Head Start, Metro Times, AAA Living, michiganmoms.com, MDOT...
- Establishing MIFMA's identity so that potential Markets, Vendors and Friends instantly recognize they can join, that it's not just for markets
- Future monthly member newsletter content ideas
- Ways to recruit vendors as members
- Program for non-member markets to have their consumers donate money to pay for membership fee
- Develop a mathematical example showing how joining MIFMA can save a market money (and identifying opportunities they should consider pursuing)
- \*If new participants: General feedback on MIFMA's direction, the public's reaction to and awareness of MIFMA, and new benefits to pursue

**Participants:** Nic Welty (Black Star Farms), Dietrich Bronner (Frankenmuth Farmers Market), Dru Montri (MIFMA Program Manager)

**Action Items:**

- Dietrich will write a one-page document on how to work with radio stations and movie theatres for advertising and promotion.
- Dietrich will check on the cost of one-time radio ads.
- Dru will finalize Green Street Fair arrangements and a local market list for the event.
- Dru will contact Donna to see if she would be interested in writing a AAA Living article
- Dru will investigate the savings for each member benefit to make a bulleted list.
- Dru will update committee participant list and email it to Nic and Dietrich.

**Progress on 3-31-08 meeting action items:**

- Dru will write the opening article for the weekly columns Sher has arranged with the Detroit Free Press. Sher will put together a basic information questionnaire for markets and Dru will help distribute this.
- Dietrich discussed radio and movie advertising rates and arrangements. The target audience is residents (not tourists). Free publicity is not likely, so advertisements need to be pursued on a local level. Dietrich will check on one-time radio ads.
- For MIFMA member testimonials, we should know exactly when and where we will use them, so that the questions used to collect them are framed to maximize their impact.
- Dru is working on Green Street Fair arrangements, staffing, and transport of the materials and will continue to email for assistance. Dru will prepare a listing of local markets.
- For a magazine in AAA Living, the magazine does not accept phone calls but encourages writers to submit pieces of past work along with their desired article to be published.
- We will see what kind of MIFMA logo sticker, plaque, or paper works best to be displayed at markets by asking participants on the next call.
- Dru has been encouraging market managers to actively promote MIFMA memberships.

- Promoting markets: Head Start, Metro Times, AAA Living, michiganmoms.com, MDOT...
  - Many of these groups were mentioned by Sher and Hollie, who could not make this call. Discussion tabled until next call.
  - Dietrich met with WSGW and gathered advertising rates. He will prepare a document on working with radio. Heidi Enge gathered movie ad rates that Dietrich will include.
  - For AAA Living, Dru will contact Donna to see if she would be interested in writing an article. Other potential writers were also mentioned. Perhaps this could evolve into a long-term, annual or quarterly relationship.
  - Stickers or plaques with MIFMA's logo used to identify members need to be thought out so that they last, withstand weather, and are convenient for members to display. This will be discussed at the next meeting with more participants.
  
- Establishing MIFMA's identity so that potential Markets, Vendors and Friends instantly recognize they can join, that it's not just for markets
  - It was addressed at a recent MIFMA Board meeting that perhaps that Vendors and Friends don't realize they can join MIFMA (since it's an association for farmers markets). We will keep thinking of ways to let everyone know they can join.
  
- Future monthly member newsletter content ideas
  - Dru and Emily have this under control with plenty of ideas but are always willing to accept new ideas.
  
- Program for non-member markets to have their consumers donate money to pay for membership fee
  - Dru suggests fundraisers to markets who want to join but are financially unable to do so.
  
- Develop a mathematical example showing how joining MIFMA can save a market money (and identifying opportunities they should consider pursuing)
  - This example will be put in recruitment packets and on the website. Dru will investigate the savings for each member benefit to make a bulleted list.
  
- Dru will update committee participant list and email it to Nic and Dietrich.

**Next meeting 9-10am Wednesday, May 21, 2008**

Possible Agenda Items:

- MIFMA stickers to identify members
- Promotion of markets through Head Start, Metro Times, michiganmoms.com, MDOT...