

MIFMA Marketing Committee Conference Call
May 11, 2009 2:30pm

Present: Jen Welty, Dietrich Bronner, Dru Montri, Rebecca Titus, and Nic Welty

ACTION ITEMS

- Dru will setup a wiki site
- Everyone will work on our wiki projects
 - o Website goals and ideas for MIFMA
 - o Brochure
 - o Form email to send out to non-member markets June 1
- Everyone on the committee can look over events throughout the year that would be good for MIFMA to be a part of.

AGENDA

- Committee goals for 2009
- Review membership week, regional meetings, green street fair
- Brochure re-design (including how did you learn about MIFMA)
- Website design
- Encouraging members to display “MIFMA member signs:
- Market tours

Meeting notes:

Discussion of committee goals

Dru: Updating market listings for 2009, probably 200 or so farmers markets in the state, and 85-90 are members, this committee could develop an online info-packet to send out designed for farmers markets who are not members. Dru currently does this by both mail and email, but is suggesting that this committee do this again via email marketing. Susan put out a request for info last Friday so soon we will have info (by May 22). We will have an excel database by June 1, 2009 and can look at who all we have that are not members and we should contact them. Nic suggested splitting this up by region. Jen said it sounded good and she would do her region. When we get this list by June we will have a good idea how many to contact. This committee will develop a form

Other goals

Jen: Let's have a website in 2009. Nic noted info from LIAA for \$2-3k.

Dru: MSU owns the MIFMA website. The info on there hasn't changed, what we need is another more dynamic interface that would include e-newsletters, news updates etc.

Dietrich: We need to figure out exact costs.

Nic: Looking at \$9/yr plus \$5/month and some initial development.

Dru: Let's make a goal to go after website design and personal connection with non-member markets in the state.

Dru: Let's have this committee go over by email a basic document that will outline the webpage progress ideas. Nic could setup a google doc for the group to work on.

Dru: We could also setup a wiki-pb page on Thursday for the group to work with and we will move forward on that.

Dietrich: Looking at all events in the state, this committee should put a list together for the board.

Review membership week

Dru: We had a lot of renewal memberships during the last couple weeks. Some of the newer members are mostly friends and family, maybe 10-15 new members from this.

Rebecca: What demographic?

Dru: Mostly friends of MIFMA, not farmers or markets.

Dietrich: His meeting went well. They picked up 4-5 new or renewing members.

Jen: Her meeting was very small, but they picked up a few memberships.

Dietrich thinks it was a good thing and we should do it again next year. There were three letters to the editor about the MIFMA memberships. Jen suggested that having an exciting keynote for each meeting may help increase attendance and positive outcome from attendees.

Jen: Add an event to go out to John Pridnia (sp?) market to fish for more memberships for one week per year.

Dietrich will send out a listserv email wrapping up kickoff week and one more request for memberships. Dru will send him an update # of members by Thursday

Green Street

Dietrich: Went very well.

Dru: How many people? Dietrich thinks it was down a bit from last year's huge traffic numbers. Not nearly as much free stuff this year, and it was much more informational and less interactive. Ended up less exciting.

Dru: Friday was an added day and thought it was rather slow.

Dietrich thinks this is still a good thing to do.

Dru: We had 1000 copies of the farmers market tour flyers and there were only 200 left, so that means we gave out around 800 flyers on the weekend. This included info on market tours.

Brochure

Dru: We are down to maybe 200 left. MIFFS is moving to Natural Resources June 1.

Dietrich, lets add this to the WIKI page for all to work on.

Dru: We should do something with our member of the month (since Oct 2006). Each time there is a testimonial from these members. We should use these testimonials on the brochure and on the website. These are currently on the website under e-newsletters.

Dietrich: Do we have any new member benefits to add?

Dru: Had updated the benefits on the website

Dietrich: How much should we change?

Dru: Probably just tweek a few things on it. Nic, Dietrich, Jen agreed. Dru will add it to the wiki.

Encouraging display of signage

Dietrich: How can we get the vendor members to display their signage.

Dru: Some markets frame them, or laminate them.

Nic: Have members take pictures them with their signs.

Dru: Good idea, lets do that and maybe use the pictures and we could use them with the brochure re-design. But all members don't have it yet.

Dietrich: Could you email it?

Dru: Creates posters individually, couldn't send as mail merge document. Would be time consuming to send 100 separate e-mails. It would have to be a pdf because of the fonts.

Bumper stickers.

Jen: What about making produce display cards/tags with MIFMA logo for members to use:

Market Tours

So far we don't know who or if we have signups yet. We need info from Ann.

Dru: We can have Emily make posters for all the markets involved.

Dru: What limits are markets making?

Dietrich doesn't want to limit.

Jen: Leland is limited to 40

Donna's market is limited to around 30

We need more information from Ann to know if we need to do anything for them.

Deadline for signup is different for each market:

Jen: Are we going to have additional MIFMA booth or presence at the event?

Dru: We need to check with Ann. It would be great to have a MIFMA booth, and be a very visual presence for each of these events.

NEXT MEETING: Monday, June 8 at 2:30 pm