

MIFMA Marketing Committee Conference Call 6-8-09

Present: Hollis, Dietrich, Emily, Dru, Nic

AGENDA

-1/3 Page Brochure Re-design (We are opting for a 1/3 page brochure until website is finalized.)

-Website Design (Log in and check out www.mifmamarketing.pbworks.com **AND WATCH THE 5 MINUTE VIDEO!!**)

-Form Email to Send to Non-Member Markets

-Market Tours

-2009 Events MIFMA Should Participate In / Be Present At / Have a Booth At / Speak At.
(Bring your ideas for potential events.)

-Encouraging Members to Display “MIFMA Member” Signage

BROCHURE

Wiki discussion:

The website is a priority. The web address as well as MIFMA address is going to change, so for the time being a simple 1/3 page brochure just for the summertime.

Originally MIFMA had a 1/3 page with just the benefits

Dru suggested simplification for becoming a member and making this a part of it.

Dietrich: Should we have market tour info?

Dru: Should this be generic, or does this need to reach out to general public i.e. friends of MIFMA, one for farmer vendors, and one for markets?

Dietrich: Lets try to address all three audiences. Push the fact that their support helps markets across the state and emphasize market benefits.

Dru: Space is limited.

Emily: Only space for all benefits with no pictures and 9-10 size font, probably best to choose some more relevant member benefits. Emphasize the love and passion for farmers markets.

Dietrich: A small phrase for markets or something like that.

Emily will make the brochure.

Dru: Lets draft some quick ideas to go from.

**For now lets move forward with items from the previous brochure and a selection of the most valuable benefits for a broad audience.

**Dietrich: Lets also keep working on the future brochure.

Dru: Ok, how about the photo contest and photo gathering? Dru will facilitate this on the shared drive.

WEBSITE STUFF

Previous board meeting discussed that much is hinged on a new website – Mifma.org.

Dru: We need proposal and budgets to take to the board. Will we create this or will we hire a professional?

Nic: Jen wants us to do this in house.

Suggested that it depends on funds available.

Emily: It is easier to fix things in house. It depends on the features we want on the site, if we want logins for members then it is much trickier. We should be able to get off the ground for \$50 and a few hours to have a home page and some information up.

Dru: Simple login for member benefits like insurance etc.

Hollis: It is key having a website for information and resources for people and would likely increase our membership.

Dru agreed

Emily: Eat Local Food might be around \$2500.

Dru: Should we get some quotes on what it would cost?

Emily: What we need to know is how many logins and if we want an online store. We would need online sales and secure certificates

Hollis: Where are we at? Staff to manage this website and maintenance etc? How will this function in the future?

Dru: We don't know. This is a good reason to do this small scale and in-house as Jen and Rebecca have suggested who will be able to stick with this in the long term (2-yr board terms).

Hollis: How much time would this take?

Nic: Not much.

Emily would be available to help keep some up to date info on a weekly basis, probably 1 hour per week for her to do that, and a day or two a couple times per year to make sure things make sense and are looking well.

Dru currently processes all the memberships, and if she is with MIFMA in 2010 and beyond can continue to do this.

Dru: What do we want on the site?

Emily: Likes what Jen is doing with goals on the wiki and thinks we should continue this.

Dru: For now lets continue on the wiki.

Nic: Lets continue and plan an actual sit down day to process it.

Emily: Should we purchase the domain?

YES

Emily: Cheapest she has found is \$1.99.

Nic found \$4.99/month and \$8.99/yr for domain.

Emily will find out how to buy the domain.

ACTION ITEM: BUY THE DOMAIN mifma.org.

Content will be discussed on WIKI.

MARKET TOURS

Why don't we have anyone signed up yet?

Not sure what has happened at Meridian. Nic thinks local direct marketing will help the other markets.

Emily has flyers out and ready to go, but this will take on the ground advertising.

Nic: Lets have the chefs also help advertise to potentially help their businesses as well.

Hollis: What if we make a nice MIFMA letterhead and invitation to places near Meridian with lots of employees.

Dru: This would be difficult to get done quickly enough.

Emily: Is there a registration deadline?

Dru: One week prior would be the general deadline.

Dru will work on the letterhead at the end of the week for Meridian and bring these ideas to the market tour call this Thursday.

Dietrich: Also include advertising to seniors.

This is a good market and we will have to go after this

** Hollis needs to send list of businesses - Delta dental, etc and send to Dru by this Thursday

FORM EMAIL

Work as a committee to make the form email/mail item a little more interesting and send that out to all 2009 markets who have not become members.

Deadline for this Friday to have registrations in so we will move forward after that.

ACTION ITEM:

Look over what is on the wiki site and make improvements. Next meeting finalize this email/letter and then send it out.

HAVE MEMBERS SHOW THEIR SIGN:

Can we have members only section where members could create and print their signs from the website?

What can we do to promote the brand?

Having members promote MIFMA at all markets will help encourage more people to join so this is very important.

Hollis: Need members to incorporate the logo, and signage into their markets or vendor booths.

How about creating a list of how current members are promoting MIFMA to help generate ideas.

Hollis will try to get pictures and info on how she promotes MIFMA.

Hollis: Suggestions for new member recruitment - How about using mentoring relationship with new members and existing members? This happens informally already in some cases, and

could become a member benefit. List markets in each area that are willing to be mentors or help out new member markets in an area.

Dru can send out an email to markets soliciting mentor markets: and create a “buddy system”

NEXT MEETING 2:30 pm Monday July 13