

**MIFMA Marketing and Outreach Committee
Conference Call
Tuesday, July 31, 2007**

Call Summary

Agenda Items:

- Brief Introductions
- Overview of Committee's Charge
- Tasks and Actions for Completion: Recruit charter members, develop materials to promote MIFMA, promote MIFMA events, promote MI farmers markets, seek additional resources for funding
- Set priorities
- Set date/time for next meeting
- Any Additional Topics

Participants: Dru Montri (MIFMA), Joan Tobin (Eat Local Food), Dietrich Bronner (Frankenmuth Farmers Market), Nic Welty (Black Star Farm), Leanne Roman (DeWitt Farmers Market)

Action Items:

- **Dru will e-mail the group a copy of the MIFMA brochure currently used.**
- **Leanne will look into finding a contact at the state DDA association and information about their next conference.**
- **Dru will talk to the project leadership team about posting a listing on Travel Michigan, Absolute Michigan and Local Harvest.**
- **Leanne will follow-up about travel center partnership and opportunities for low-cost brochures for MIFMA members.**
- **Dietrich will take notes next meeting.**
- **All participants will review the meeting summary before it is posted online.**

Overview of Committee's Charge:

- As the marketing committee, we are charged with generating greater awareness of MIFMA, developing MIFMA materials, recruiting new members, and continuing community outreach.

Tasks and Actions for Completion:

- **Recruit Charter Members:** Ideas include having a booth/presence at Ag Expo, large venues focused on farming and direct marketing, recruiting Henry Ford Hospital and other business members, the DDA association of the state (Leanne will look into finding a contact there and more information about their upcoming conference), Jennifer Granholm (we should ask during Farmers Market Week), Debbie Stabenow, and colleges and universities.

- **Brochure and Marketing Materials:** Dru will e-mail the group a copy of the brochure currently used. This will be the primary agenda item for our next meeting. Following next meeting we may put out a call for images. This could also be an opportunity for sponsorship from markets – they could pay to have their photo included.
- **Promote MIFMA events:** We will continue using news releases before and after events. The news releases need to include information about the benefits of MIFMA and the fact that MIFMA is here to improve markets. We need to start building upon our local connections and having members follow-up with the press in their local areas. Sites we should be listed on include Travel Michigan, Absolute Michigan and Local Harvest. These are free listings. Dru will ask the project leadership team about posting our listing on those sites. For important events we should also ask market to e-mail their lists of customers or vendors.
- **Promote Michigan farmers markets:** In all of the work that we do we are promoting Michigan farmers markets. We will wait until we hear about the FMPP proposal that was submitted to determine priorities. But, one idea is to contact travel centers about low cost brochures for individual, MIFMA member markets. We could develop a partnership in which we offer a discounted rate for member markets to have information about their markets at travel centers. Leanne will follow-up. We also discussed finding a printing company that would offer discounts to MIFMA members state-wide for printing brochures, etc., and hopefully this could extend to flyers, postcards, and much more.

Set Priorities:

- The brochure is our biggest priority at this time.

The next call will be Monday, August 13, 2007 at 2 pm.