

**MIFMA Marketing and Outreach Committee
Conference Call
Monday, August 13, 2007**

Call Summary

Agenda Items:

- Discuss brochure layout, audience and printing
- Any Additional Topics

Participants: Dru Montri (MIFMA), Dietrich Bronner (Frankenmuth Farmers Market), Nic Welty (Black Star Farm)

Action Items:

- **Dru will ask Emily to do a second draft of the brochure.**
- **The second draft of the brochure will include spaces for a few photos and then we can “sell” the photos to markets interested in paying to have their photo included and their name listed on the photo.**
- **Dietrich will check other associations’ brochures for ideas.**
- **Dietrich will check out www.montepkg.com to see if MIFMA should work out a deal with them for member benefits.**
- **Dru will email the group the brochure and we will then find the best time for our next meeting. The first chance we could use the brochure is Select Michigan Day, September 13. If not finished, we could perhaps use a draft version.**
- **Dru will personally email Jeanne Lipe and Dietrich will email Katie Olender to see if they still want to be involved with the Marketing Committee and receive meeting emails. For the meeting after that, we will personally email two more individuals.**

Brochure:

- We have \$1,000.00 to print and distribute the brochures, and we need to continue to raise funds to ensure MIFMA can sustain a part-time staff person after April 2008.
- Nic’s layout is an excellent start. We decided not to list charter members or a calendar of events, but instead mention “Go to www.farmersmarkets.msu.edu for a listing of MIFMA’s Calendar of Events.” The brochure should have a membership application, lots of photos, and clear listings of bulleted items. The brochure is one piece of a recruitment package that we will develop next.
- The brochure’s target audience is mostly markets and supporters, not the average tourist, and so it will not be the most effective at MDOT welcome centers. Instead of this brochure, we should put the market listing publication at MDOT welcome centers.
- The brochure should be posted online when finished.
- Check other farmers market associations to see if the brochure should contain anything else.
- Dietrich will check out Monte Packaging to see if we want to negotiate a deal for members.

- The layout should be as follows:
 - **Outside:**
 - **Front:** Logo, mission, welcome statement, website, and contact
 - **Back:** Self-mailing horizontal panel with space for address
 - **Flap inside opening:** Why join? (Member benefits)
 - **Inside:**
 - **Left:** What is MIFMA? What does MIFMA do?
 - **Center:** Membership application and prices, as a “coupon” cut-out
 - **Right:** Benefits of markets, website for finding markets
- Dru will ask Emily to work on a second draft to determine the numbers of photos it can contain and we can sell the photos to markets who would pay to have their picture and name included.