

## **MIFMA Marketing Committee Conference Call**

**August 17, 2009**

**Attendees:** Dietrich, Dru, Emily, Nic and Maggie

### **Agenda**

MIFMA on Facebook

Website Design

Market Tours

Buy Michigan Gift

Membership Information Packets for Non-member Farmers Markets

MIFMA Brochure

Encouraging Members to Display "MIFMA Member" Signage

### **Action Items**

- Email the listserv about MIFMA on Facebook - Dru
- Short survey about MIFMA website functions - Dru
- Pull together images for look/feel of website
- Paragraph about giving MIFMA membership to Buy Michigan gift as a Holiday gift - Emily
- MIFMA membership letter for farmers markets

#### **1. MIFMA on Facebook**

- A press release would be too formal for facebook
- An email to the listserve explaining facebook and telling people to become "fans" of our page will go out
- We need to change/play with the settings so more people can search and find our page
- A great tool for outreach and collaboration of many people

#### **2. Website Design**

- MIFMA now has its own domain name [www.mifma.org](http://www.mifma.org)
- The service space is less than \$25 a year
- Committee agreed on a 5 questions/short survey on what members are looking for in website
- Committee will take two full days this fall/winter to develop the site - Winter 2010
- Members will feel like they have more ownership if they help develop site
- Working on an "under construction page"
- Make a electronic/hard folder of images for website development

### 3. Market Tours

- September 9<sup>th</sup> meeting to collaborate on upcoming Market tours
- Leland has been the only one to occur
- Meridian, Saginaw and Texas Township tours all cancelled
- 2 upcoming tours, 10/17 in Farmington and 11/28 in Frankenmuth
- Need help to make these tours successful
- Get local agencies involved - target audiences
- Individual markets buying tickets for tours as gifts as thank you presents
- Individual market managers talking to people in local area

### 4. Buy Michigan

- Selling MIFMA membership as holiday gift
- Great way to promote MIFMA for free
- Buy Michigan has over 3,000 members - great way to network MIFMA
- We need to write short paragraph selling MIFMA as a great gift idea
- Increase awareness of MIFMA

### 5. Membership Info Packets

- Send info packets out to non-member farmers markets that registered their market
- Change letter to fit
- Include testimonials from e-newsletters
- Send out in October to gear up market managers for upcoming months
- Top of agenda for next meeting

### 6. MIFMA brochure

- Brochure will wait until after the website so it has same look and feel

### 7. MIFMA member signage

- Select MI FM - laminated member signage
- "I shopped at my market today, did you?" stickers
- Maybe sell signage on website in the future

Next Meeting 9/28 2:30 pm