

MIFMA Marketing Committee Conference Call
September 28, 2009
Meeting Summary

Proposed Agenda:

- Website Design
- Market Tours
- Non-member Market Letter <http://mifmamarketing.pbworks.com/>
- Buy Michigan Christmas gift letter
- Membership contest
- Encouraging Members to Display "MIFMA Member" Signage

Members present: Dru, Dietrich, Emily, Donna, and Hollis

Website design

Dru created a survey that will give people an opportunity to indicate what is most important or not at all. This can provide some feedback for web content. Right now it gives 15-20 basic questions any additions? The survey will go out to just the members for input.

Donna: Link to market rules and regs should be added.

Dru: This could be added to the links you would like to see section of the web survey

Donna: Intuitively it makes sense to put this in the resource section and make it clear that this is for farmers and for market masters

Dru: Should this be something where we could post other markets' rules as suggestions?

Donna: No, how hard it is to find info on MDA in terms of food samples do/don't section and put that under resources

Dru: It would also be good to have sample rules and regs

Emily: Yes, we can put this in the members section so members can share their rules as a resource between themselves

Dietrich: Annually updated market location should also include a map.

Dru: Map or also searchable map?

Emily: We should be able to embed a google map

Dru: What about testimonials:

Dietrich, Donna, Emily: Yes, lets use them and incorporate them smartly

Dietrich: How about a place for comments?

Dru: Blog is mentioned on there, and we could have a comment section on there

Dietrich: Comment section and a forum that would be open to the public outside of the blog

Dru: can include both on the survey and see what is popular

Hollis: Something around board action and board process so members could keep up with what is going on with the board

Dru: Maybe a board directory

Nic: Network connection speed to have an idea how small to keep the pages:

Emily, Dru: Yes, we should take this into consideration

Dietrich: Links to partners, etc. at the top of the webpage

Emily: This is useful because if people can't find info quickly then they can go to partner pages to find their info

Dru: We will add testimonials, searchable map, discussion forum, email form, board directory, search option

Second question on network speed

Market Tours

10-14 registered for Frankenmuth

5 at Farmington, but has good interest for signups at the market

We have ANR class and two students are assigned to help out:

1. Take pictures and do audio recording
2. Create PowerPoint from this media
3. Create 30 sec radio add from Farmington to advertise Frankenmuth
4. Extra promotions flyer from the Farmington media to also advertise for Frankenmuth
5. Web template for special events section from this

Non- member market letter

Revised version posted by Dietrich last Friday.

Dru: We still have a lot of fill in the blanks

Emily: Needs trimmed down to fit on one page

Dru: What is the most important thing to highlight to entice members?

Dietrich: Convey the sense that we can help them more easily manage their markets in the future, and help them prepare for next year.

Hollis; Point out "boot camp", collaborative, networking opportunities.

Dru: SNAP, GLE expo, "boot camp", FM conference on campus etc. great winter learning and show the discounts

Nic: Include the insurance benefit info

Dru: Testimonials....Can we setup with testimonials in the margin, but not in the body of the email

Hollis, Donna; Yes, sounds good

What is the target list?

This will use the registration of all markets in the state, members and not, we will send it to all that are not members.

Hollis: Maybe also send it to small municipalities who are thinking about starting farmers markets.

Difficult, but great idea

Dru: Can this committee follow up with these groups?

Nic: We should assign this regionally for follow-up phone calls

Dru: Yes, and plan follow-up email

Donna: Is there enough of a depth of interest in upcoming markets to offer a class for starting a market. The depth of education MIFMA offers is our strongest asset we offer

Dru: FMPP grant - strategic planning; professional development for board and members; and develop market manager curriculum. This could fit in to the FMPP grant to target education for starting farmers markets

Donna: This is a logical place to get new members as well

Dietrich: Also mention the accomplishments of MIFMA

Dru can tie that in to discussion of the “boot camp” etc. that shows how well things went last year

Hollis: Also how many markets and how many people came to the market that were at the “boot camp”, and show how good of a networking opportunity

Donna signed off

Dru will post the final to the site.

Holiday Gift Letter

Dietrich: Letter is good

Dru: Agreed

This is asking members to give membership to others. This should also include a nice letter w/ Eat Local Food postcards or something classy to go along with any “gift memberships”

Cool way to also get DDAs, CoCs etc. into MIFMA

Can make this a form that gets both parties info when the form is mailed back to MIFMA.

This way MIFMA will send the letter to the recipient, but also give something back to the giver.

Membership Contest

Something to run now till GLE expo as a membership contest. Having members sign up their farmer/vendors. Contest is setup so that the farmers market with the most vendor members joining MIFMA will get free “boot camp”, winners announced at GLE expo.

Dru: how can we make this happen, if this is a good idea

Timing is important:

Hollis; Jul/Aug is when they have the best money available to join

Markets are shutting down now, will it be received

Emily: Let's keep our focus on what we are doing now, maybe wait and pair this with Select MI day

Hollis: Maybe offer this as a seasonal challenge during summer market times

Dru left because MSU was on fire ... (okay, it was just a fire alarm!)

Dietrich: This will also work better when we have more membership benefits later on. We should also focus on DDAs and get the pure economic benefits into their minds

Hollis: We need to reach out and connect to these groups and get them closer to whole-food, farmers market relationships...

Displaying MIFMA Signage

Stickers maybe for the future.

Emily: Maybe we can use the Facebook page method to encourage people?

Also put a link to for farmers market webpages that can be clicked on to bring people to their webpage, and help MIFMA

Nic: How about having members upload their photos to Facebook of their signs displayed at their markets?

Emily: Checking to see if everyone can upload. They may not be able to load to MIFMA, but they can definitely tag MIFMA into their own site. Emily will talk that over with Dru and Maggie.

NEXT MEETING: NOVEMBER 2, 2:30-3:30pm EST will be the plan