

**ST. JOSEPH FARMER'S MARKET  
BOARD OF DIRECTORS**

**MINUTES OF APRIL 7, 2008**

**REGULAR MEETING**

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on April 7, 2008 at the Stone House Restaurant in St. Joseph, MN. President LuAnn Otto called the meeting to order at 7 p.m.

**BOARD MEMBERS PRESENT:** LuAnn Otto, Steve Saupe, S. Pat Reuther, Tim Kuebelbeck, Jill Johnson, John Hooper, Mary Niedenfuer

**OTHERS PRESENT:** Bill Otto, Market Manager

**UNABLE TO BE PRESENT:** Shelly Carlson,

**MINUTES**

A motion was made and seconded to approve the minutes of March 10, 2008. There was a correction: spelling error – "incurred"; Old Business, #3—Steve **Karnpp**. The motion, with the correction, carried unanimously.

**ANNOUNCEMENTS**

- LuAnn Otto read a "Thank you" not from the MFMA for LuAnn and Bill's participation in the annual meeting.
- Rose Janson from *Angel Message*, would like to be part of the market as a guest vendor. (Her name was given to the advertizing/promotions committee.)
- September 28 is the Mile Stream Festival. Members of the Market are invited to participate. The festival is particularly looking for more local type foods to sell and eat on site. Questions about State requirements for selling food were raised. A committee from the Mile Stream Festival is looking into to this issue.

**COMMITTEE REPORTS**

1. **TREASURER:** Steve distributed treasurer's report (see attachment). The past month had an income of \$646.53 and expenses of \$211.00 giving an ending balance of \$5,098.91. The increase in income is from membership payments.
2. **ADVERTISING/PROMOTION:** Mary Niedenfuer reported that she has done the winter market advertizing for the last market. Ads will be sent for the summer market. LuAnn will send the information used last year to Shelly C.
3. **RECRUITMENT:** So far we have 19 members and 4 vendors.
4. **MEETINGS ATTENDED:** John Hooper attended the Pile's Market while in Seattle, Washington. LuAnn attended the "Jams and Jelly" workshop March 26 in Waite Park. LuAnn, Bill and S. Pat attended the MFMA annual meeting March 28 in Mable Grove.
5. **WINTER MARKET:** We will be having the last winter market April 11.

**OLD BUSINESS**

1. **Spring Membership Meeting:** LuAnn handed out the meeting agenda. She has "ready to go" board list, operational guidelines, mission statement and policies. S. Pat will bring the "compliance" forms. It was suggested that we have the market history brochure available; Mary N. will take care of this brochure. Paul Huigunin will need about 45 minutes for his presentation. Since we have no way to show our Web site "live" it was suggested that it be put on a flash drive and ask to use Paul's computer. The sign-in sheet will have a line for e-mail addresses of vendors.
2. **Web site:** Mary N. was complimented for her great work. It is an attractive site! The producers page has missing links that will be added.

3. Bags: Earth Wise Co. is the company being considered. If we want our logo it will cost \$1.40 per bag if we purchase 1,000. This would be considered an advertizing cost and not fund raiser. The bags will be dark green with white lettering without the "fruits & vegetables" part of the market logo. It was suggested that we think about re-doing the logo at some time so it is easier to use in marketing and advertising that is not four-color.
4. Cookbooks: Regal Printing of St. Cloud gave a price quote of \$817.13 for 200 copies of a 200 page cookbook. This would be on recycled paper and punched to do a twine lacing binding. (We would need to do the lacing!) It was suggested that a wire binding be used rather than lacing. Jill will ask for a revised price quote. The turnaround time is about 1 ½ weeks. It is planned to have the cookbook completed by the Harvest Festival in September. As part of "branding" the market, the logo and the same font will be used for the cookbook. Jill offered to donate her time but will need payment for advertizing, etc. Steve S. volunteered to help with proof reading before sending to the printer. It was also mentioned that the Albany school has a program that might help with proof reading.

### **NEW BUSINESS**

1. Approval of applications: The applications were review and approved for Terry Emrich; Mary & Jim D'Govonie (Dancing Bears); William Keller (new)- grass fed beef; Ron & Joyce Neuman (new)- pork & beef and pies; Patty Scott and Good Earth Coop. S. Pat will call these members to let them know their applications were approved and invite them to the Spring membership meeting.
2. Opening day, May 9, it would be nice to be able to give away the new bags to the first customers. We will talk about this more at the next meeting.
3. General
  - It was suggested to have more education sessions at the markets. Some ideas were: solar energy, lawn care (chemical free), dehydrating vegetables, master gardener; food preservation.
  - Lisa will do the kids crafts again. LuAnn went through the By-Laws. She will send the corrected copies via e-mail.
  - There was discussion about were to store permanent documents. Possibilities suggested were storage boxes in the market stand; build a loft to store them.
  - Selling beverages: no water in plastic bottles; look into selling Juicy-Juice in boxes; sell soda in recyclable cans.
  - A first aid kit is needed for the market stand.

### **NEXT MEETING**

The next meeting date is Monday, May 5, 2008.

### **ADJOURN**

LuAnn adjourned the meeting at 9 p.m.

Minutes by:

*Sister Patricia Ruether, OSB*

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S. Patricia Ruether, OSB