

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

MINUTES OF FEBRUARY 4, 2008

REGULAR MEETING

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on February 4, 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: John Hooper, Mary Niedenfuer, LuAnn Otto, Steve Saupe, Shelly Carlson, S. Pat Reuther, Paula Doebler, Tim Kuebelbeck, Jill Johnson

OTHERS PRESENT: Bill Otto

MINUTES

A motion was made and seconded to approve the minutes of January 7, 2008. The motion carried unanimously.

ANNOUNCEMENTS

LuAnn Otto made a number of announcements:

- Resurrection Lutheran Church has renewed our agreement to use their lot for the summer season at the same fee of \$300.
- The St. Cloud Times had an article about Jeff and Brenda Klein, members of the market.
- She responded to Scenic Design Landscape Company thanking them for their offer to use their site for the Market but was not interested in moving at this time.
- Paul Hugunin from Minnesota Grown has agreed to be the speaker at the April 10 Spring Membership Meeting.
- Flyers on meetings pertaining to pickles and jams/jellies were circulated. February 11 there is a workshop "Peddling Pickles."
- The market is licensed with Minnesota Grown.
- Congratulated John Hooper as the new president of the International Yak Association.

COMMITTEE REPORTS

1. **TREASURER:** Steve distributed treasurer's report (see attachment). The past month had an income of \$252.02 and expenses of \$526.20 giving an ending balance of \$4,605.85. He also informed the board members that we now have a Web site server STJOSEPHFARMERSMARKET.ORG. More discussion will be needed about this.
2. **ADVERTISING/PROMOTION:** It was suggested that we might patronize one of the St. Joseph businesses and have bottled water with special "market" labels to sell. It was agreed that although it is nice to support local businesses, this product does not fit with the philosophy of the market.
3. **EDUCATION/ENTERTAINMENT:** No report.
4. **RECRUITMENT:** John H. reported that he has placed an ad in three papers for the next three weeks: *Dairyland Peach*; *NewsLeader*; *Shopper News*. He also reported that a pork farmer, just four miles out of required distance, is interested in the market. It was agreed to send him the packet of information and then discuss this further when his application is received.
S. Pat shared the updated materials to be sent out to current market members and other interested persons. It was suggested that the due date for members should be changed to Feb. 25 since the mailing is going out late.
5. **MEETINGS ATTENDED:** S. Pat attended a "Got Local?" meeting Jan 28 in Little Falls. It was a farmer-buyer networking workshop.

6. WINTER MARKET: Terri Emmerich, winter market manager, requested for having two markets each month Nov. and Dec. and do more advertizing. January is a very slow month due to student break and being after Christmas.

OLD BUSINESS

1. Market Fees: Both Steve S. and Bill O. did independent analysis if the fee structure was the same for both vendors and members. (see attachments) There was much lively discussion looking at all aspects—pros and cons. The motion was made and passed *to drop the hybrid category and change the fees for the home vendor to \$10 each week with the understanding that they would pay an addition \$5 if the sold more than \$150 the previous week.* (This added fee is the same as what members currently pay.) Commercial vendors will continue to pay the \$20 per week fee.
2. Guest tent: Tim K. distributed more details about having a guest tent at the summer market. (see attachment) He explained the reason for having this tent along with expectations of the “guest” and the responsibilities of the board members. There was much discussion. It was decided to try this suggestion. Some changes were made on the expectations. It was decided to develop a form to recommend “guests” that would be given to all members and vendors who come to the spring meeting.
3. Buying and reselling products: John H.’s proposal from the January meeting was re-visited. There was much discussion. There were concerns about how this fit with the current Rules and Regulations of the St. Joseph Market (D-4). A motion was made to allow buying and re-selling of products that have been produced within the 30-mile radios and the producer would pay a membership fee. The motion did not pass. It was agreed that the board needed to deal with current vendors who re-sell before making any final recommendations.

NEW BUSINESS

1. APPLICATIONS: The letters have not yet been sent but will be by the end of the week.
2. SPRING MEETING: The agenda will include Paul Hugunin explaining Minnesota Grown and what it can offer market members. Also, it is hoped that the St. Joe Market Web site will be up and it can be shown. More detailed agenda will be developed.
3. MARKET REGULATIONS: There was discussion on how to regulate shoppers not coming early. Some areas were: signage; safety & liability; time to set up; vendors adhering to the market rules. This will be discussed at the spring meeting to remind vendors/members of their responsibilities.
4. FEES: Approval was given to pay the \$35 to the State of Minnesota for changing the name on our Non-Profit Corporation Renewal, (take off Bernie Evans name and add LuAnn Otto’s); and to pay the \$60 for MFMA membership.

NEXT MEETING

The next meeting date is Monday, March 4, 2008.

ADJOURN

LuAnn adjourned the meeting at 9:10 p.m.

Minutes by:

LuAnn Patricia Ruelter, OSB

S. Patricia Ruether, OSB