

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

MINUTES OF FEBRUARY 5, 2007

REGULAR MEETING

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on February 5, 2007 at the Stone House Restaurant in St. Joseph, MN. President Bernie Evans called the meeting to order at 7:00 PM.

BOARD MEMBERS PRESENT: Bernie Evans, John Hooper, Lori Roggenkamp, Jon Ness, Steve Saupe, LuAnn Otto, Shelly Carlson, and Mary Degiovanni

BOARD MEMBERS ABSENT: Mary Niedenfuer

OTHERS PRESENT: Bill Otto

MINUTES

A motion was made by Steve and seconded by John H. to adopt the minutes of January 8, 2007 as presented. The motion carried unanimously.

ANNOUNCEMENTS

Steve was thanked for a very successful report on our grant by the U of M Central Region Partnership. Bernie noted a thank you received from the Sauk Rapids Farmer's Market and some press coverage they had received recently. The MN Grown and MFMA conference information was circulated. The minutes of 3/6/06 were reviewed confirming the current practice of the Board is not to reimburse Board members for attending these types of conferences.

COMMITTEE REPORTS

1. **TREASURER:** Steve reported on the monthly financials.
2. **ADVERTISING/PROMOTION:** LuAnn & Mary N. met with Terri and got all of her information and will devise their plan of action for this year's marketing. LuAnn will also check on getting the Market advertised on the BP station electronic message board.
3. **EDUCATION/ENTERTAINMENT:** Some potential items for the Spring meeting were discussed and consensus was to delay that discussion to the New Business agenda item.
4. **RECRUITMENT:** Mary has mailed out applications to current members and new prospect packets will be sent shortly. The following applications were received and voted upon:

Whiskey Creek – approved pending insurance submittal

Leonard Birkholz – approved

Gaia Gardens/Roggenkamps – approved

Shelly Carlson – approved

Bill Otto – approved pending insurance submittal

Dancing Bears/Degiovannis – approved

There was some discussion of stall space and when "extra" charges are incurred and consensus was to wait to see how many members we have for this season's market and then make a decision on stall space and charges.

5. MEETINGS ATTENDED: It was noted the MFVGA conference was in St. Cloud this week.

OLD BUSINESS

1. WINTER MARKET: The January winter market had about 7 vendors.
2. CONTRACT FOR SITE: Bernie reported that he wants the contract language clarified in a few spots so he is working to get that finalized.

NEW BUSINESS

1. MN GROWN DIRECTORY: Our SJFM description in the Directory was reviewed and changes approved by Board consensus.
2. MN GROWN BAGS: Mary N had submitted an email which Bernie read in which she discouraged ordering of these plastic bags in favor of finding a more environmentally friendly product. Discussion centered around general agreement that we want to encourage environmentally friendly product use by our customers, but that these bags may make sense for those situations when that option is not available or desired by the customer. The consensus was to order 1,000 bags so we would have an inventory of about 2,000 to start the market year and then work to find product alternatives.
3. VENDORS: There was lengthy discussion about how to handle new vendor (non-producer) applications for the market and what types of vendors should be accepted and whether preference should be given to those from the St. Joseph community. Some felt we need to expand our offerings to keep the market vital, while others worried about changing our focus from a true farmer's market by adding retail. The consensus was to wait to see if the specific niche vendors we agreed to solicit (wool and popcorn) would join in 2007 and discuss again after that, but the consensus was that if specialty coffee drinks were another addition desired at the market, the first invite should go to the local St. Joseph business offering that product before looking to other communities.
4. SPRING MEETING: Possible educational topics mentioned were marketing, niches, organics, e coli/foodborne illness prevention, and a high tunnel follow up from Common Grounds. Another topic was soliciting member feedback on where we want the market to be in 5 years. The Education/Entertainment committee agreed to look into some potential speakers and we'll finalize our Spring Meeting line up at a future meeting.

NEXT MEETING

The next meeting date is March 5, 2007.

ADJOURN

A motion was made by Steve and seconded by John H. to adjourn. Upon unanimous vote of members present, President Evans adjourned the meeting at 8:50 PM.

Minutes By:

Mary Degiovanni, Secretary