

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

**MINUTES OF DECEMBER January 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 January 7, 2008 at the Stone House Restaurant in St. Joseph, MN. President LuAnn Otto called the meeting to order at 7:00 PM.

**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 by \_\_\_\_ and seconded by \_\_\_\_ to approve the minutes of December 3, 2007. The motion carried unanimously.

**ANNOUNCEMENTS**

LuAnn announced she had renewed the non-profit status and had paid the required dues.

**COMMITTEE REPORTS**

1. **TREASURER:** Steve circulated 2008 budget spread sheet. He pointed out that he had adjusted the budget to include \$100 for festivals that had not been allotted in previous budgets. There was some discussion on the amount of dollars that can be held in savings and still be considered a non-profit. We are in compliance. There was a reminder that LuAnn, as president, needs to have her signature on the account.
2. **ADVERTISING/PROMOTION:** It was reported that Terry ?, who is part of the Winter Market, was interviewed by KASM radio station in Albany about the market. Mary N. stated she continues to do advertising of the winter market via e-mail and e-bulletin board on the CSB/SJU campuses. Paula said she has encouraged a dairy producer from Melrose to be part of the regular market. Sample magnets were circulated as an idea for promoting the market. No action was taken
3. **EDUCATION/ENTERTAINMENT:** No report.
4. **RECRUITMENT:** S. Pat asked for the information to send to the market participants. She will meet with Mary DeGovanni, former secretary, to get the information.
5. **MEETINGS ATTENDED:** John H. attended a "Got Local?" meeting Jan 7. It was a farmer-buyer networking workshop.

**OLD BUSINESS**

1. The spring meeting is set for Thursday, April 10, 7 p.m.at the St. Joseph Fire Hall. All board members are expected to attend. The speaker will be someone from "Minnesota Grown" organization and focus on what this organization can offer to help members promote their products and the market. One way is to be listed on the Minn. Grown web site.
2. A sheet was circulated to get information to update the board member roster.
3. Winter market – Shelly stated December was a very good month. (The market is held every second Friday of the month during the winter.)

## **NEW BUSINESS**

1. LOCATION RENEWAL: Resurrection Lutheran Church is meeting January 10 and will be considering our request to renew the contract to use their property for the market. Currently we pay \$300 for the "summer" season market.
2. MARKET MANAGER: Bill Otto agreed to continue as the summer market.
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. MARKET FEES: There was much discussion about the difference between vendors and growers/producers. The pros and cons of having all participants at the market as members were also discussed.
5. NEXT MONTH: It was decided that the Market Manager and the Treasurer would get together to look at the various market membership make-up to see how each might affect the bottom line. Also, the policies and by laws need to be reviewed.
6. PROMOTIONAL IDEAS: There was discussion on such ideas as: vendor/members using more pictures or DVD's to promote their products; have a place to feature a different stall each week; distribute disposable cameras for members to use; more education and demonstrations at the market; features for a Web site; and more.
7. PROPOSAL: John Hooper presented a proposal to allow members and vendors to sell products that they did not raise themselves, but purchased locally, not currently sold at the market and properly labeled. The reason for the proposal was to increase diversity at the market. There was a lot of discussion with no decision made. It was decided to table the proposal and revisit it next month.
8. MEMBERSHIP FEES: The board approved the membership fees of \$60 for MFMA and \$45 for MN Grown.
9. UPCOMING MEETINGS: February 15 is the MFVGA meeting; the spring Farmers Market Conference will be in March and probably held in Staples again.
10. The book "MARKETING LOCAL FOOD" was circulated. (Mary N. currently has it.)

## **NEXT MEETING**

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

## **ADJOURN**

Bernie adjourned the meeting at 9:30 p.m..

**Minutes by:**

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**S. Patricia Ruether, OSB**