

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

**MINUTES OF JULY 17, 2006**

**REGULAR MEETING**

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on July 17, 2006 at the Stone House Restaurant in St. Joseph, MN. President Bernie Evans called the meeting to order at 7:15 PM.

**BOARD MEMBERS PRESENT:** Terri Emmerich, Bernie Evans, Mary Niedenfuer, John Hooper, Steve Saupe, Jon Ness, and Mary Degiovanni

**BOARD MEMBERS ABSENT:** Lori Roggenkamp

**OTHERS PRESENT:** Bill Otto

**MINUTES**

A motion was made by Emmerich and seconded by Niedenfuer to approve the minutes of June 5, 2006, as presented. The motion carried unanimously.

**ANNOUNCEMENTS**

Evans congratulated Niedenfuer on her weekly *Newsleader* articles and the rest of the Board also thanked her for that wonderful and educational promotion. The Board also welcomed back Steve Saupe from his leave of absence for an international trip.

**COMMITTEE REPORTS**

1. **TREASURER:** Jon circulated the bank balance printout and Board members submitted bills payable to Jon. Bill also circulated a market stand sales report and the consensus of the Board was that Bill should reimburse himself for his expenses for ice cream, ice, pop, etc. from the cash available in the sales fund.
2. **ADVERTISING/PROMOTION:** Emmerich continues to update ads with KASM, MPR and the *Newsleader*, including their Visitors Guide. She also had information from Promotional Resources regarding embroidered tote bags. The consensus of the Board was to authorize Emmerich to purchase up to 50 bags at a cost not to exceed \$10 per bag, with a gusseted bottom and short straps.
3. **EDUCATION/ENTERTAINMENT:** Niedenfuer continues to work on artisans and musicians. She will specifically work for these at the National Farmer's Market week on August 11<sup>th</sup> and for the Harvest Festival in September.
4. **RECRUITMENT:** Hooper reported that Todd Beumer and Alvin Schlangen are both now approved with required insurance submitted.
5. **MEETINGS ATTENDED:** Evans attended the Green Market in Manhattan and was impressed that each stand had a laminated information sheet with standard information on each producer. Mary N. will work on a format with the goal to have this done for our market in time for the Harvest Festival.

**OLD BUSINESS**

1. **CITY OF ST. JOSEPH WEBSITE:** Evans received clarification from St. Joe that they do not intend to put Market member information on their website, but would like to have it available for their staff because they get calls from Market customers asking about members and whether they sell at

other locations. The consensus of the Board was to obtain this information at the same time we are working on the laminated sign information.

2. **INSURANCE:** Evans reported that our insurance agent confirmed we should definitely be requiring each member to have their own insurance. However, he would like to pursue more information as to the reasons.

### **NEW BUSINESS**

1. **NEW MEMBER RECRUITMENT:** Evans had nothing to report on this, but just wanted to keep it as a standard agenda item so the entire Board continues to make efforts toward recruiting new niche members.

2. **NATIONAL FARMERS' MARKET WEEK:** The date is August 11<sup>th</sup> and the Board agreed we should pursue a joint St. Cloud Times advertisement with the other area markets. Evans and Emmerich agreed to work on that idea. We also agreed ice cream should be given away again and Otto, Emmerich and Niedenfuer will work to staff that. Niedenfuer will also work on music and check with Kuebelbeck on whether the Honey Queen can attend this market and whether he would be interested in providing a bee demonstration that day. Evans will contact Larry Hosch about a proclamation and appearance.

3. **WINTER MARKET:** Emmerich asked for decisions on winter market so she knows whether she should start promoting it. There was discussion about the location and the need to negotiate that for another season and also about whether exceptions would be made to allow members to sell products they aren't otherwise allowed to sell at summer market. The consensus of the Board was that Degiovanni would survey members to try to get commitments as to how many plan to sell at Winter Market and Emmerich will give some thought to whether she is willing to continue as winter market manager.

4. **HARVEST FESTIVAL:** Niedenfuer will contact Graeve about parking help and Board agreed we would give \$5 in market certificates to volunteers. Evans will contact SJU/CSB about clowns; Saupe will contact Lyngaards, Dan Stark and Roger Sorenson. Evans has a task list from prior years and he will work to assign other tasks to each Board member and send them to us via email so we can work on them and report at the next meeting.

5. **FARM TOUR:** The Board discussed the idea by Sr. Phyllis that we organize a farm tour of Market members. The consensus of the Board was that this would be a good topic to bring up at our Spring or Fall membership meeting to see whether members would be interested.

### **ADJOURN**

President Evans adjourned the meeting at 9:10 PM.

**Minutes By:**

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**Mary Degiovanni, Secretary**