

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

MINUTES OF JULY 2, 2007

REGULAR MEETING

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on July 2, 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, Mary Niedenfuer, Shelly Carlson, Steve Saupe, LuAnn Otto, and Mary Degiovanni

BOARD MEMBERS ABSENT: Lori Roggenkamp, John Hooper, Jon Ness

OTHERS PRESENT: Bill Otto

MINUTES

A motion was made by Steve and seconded by Shelly to approve the minutes of June 4, 2007. The motion carried unanimously.

ANNOUNCEMENTS

Bernie reported on the St. Cloud Times article on area farmers' markets. The consensus was that the sign placement for our market has improved, and it was announced that the Sauk Rapids market starts this Thursday. MFMA is looking for market photos and Mary N agreed to ask Dennis at the Newsleader if he has any we could submit.

COMMITTEE REPORTS

1. **TREASURER:** Steve circulated the monthly financials. There was consensus on reducing our canvas market bag price to \$10 and we will also work on doing a couple of prize drawings this year which include one of the bags filled with market products.
2. **ADVERTISING/PROMOTION:** Mary N will get a coupon in the Newsleader ad with the Market reimbursing producers/vendors for the coupons. LuAnn will write up a notice to everyone so sellers are aware of this, and also ask about the prize drawing donations and listing member/vendor addresses/phone numbers on a flier about the market.
3. **EDUCATION/ENTERTAINMENT:** July 6th will be Yak-Fest; Cannery Row is scheduled for July 13th and Larry Haws has agreed to do a proclamation for National Farmers' Market Week. Bernie will be checking on running a group ad of the area markets and consensus was that he should proceed without further Board review if the price is similar to last year's cost. The consensus was to serve root beer floats that week and to do a customer survey at that market. Mary N. asked about a special market to coincide with a potential return of the Millstream Arts Festival on Sept 30, 2007. Consensus was to proceed and just see if we get enough vendor/member participants to sign up.
4. **RECRUITMENT:** Bernie circulated the current member/vendor list.
5. **MEETINGS ATTENDED:** None

OLD BUSINESS

1. **CHAMBER OF COMMERCE:** Bernie confirmed we have joined again for another year.
2. **SOUND SYSTEM:** We discussed pros and cons and Bernie agreed to research it further.
3. **MARKET BAGS:** Mary N brought a demo bag everyone liked and had a link from Steve which she is pursuing.

NEW BUSINESS

1. WINTER MARKET REPORT: Bernie circulated Terri's report. After discussion, the consensus was that Bernie would confirm Terri's willingness to manage the Winter Market again for 2007-08 and Board would support it again.
2. HARVEST FESTIVAL:
 - Shelly will ask Victor M to do salsa demo
 - Shelly will ask Cannery Row to perform
 - Steve will ask Roger Sorensen to do cooking demo
 - Steve will look for a spinner
 - Bernie will try to line up a juggler
 - John Hooper will be asked to coordinate live animals with Todd Beumer
 - Mary D will check on coffee roasting by Muggsy
 - Bernie will check with Swany White on any demo they can do about milling

NEXT MEETING

The next meeting date is August 6, 2007.

ADJOURN

Bernie adjourned the meeting at 8:45 PM.

Minutes By:

Mary Degiovanni, Secretary