

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

MINUTES OF MARCH 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 March 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, Mary Niedenfuer, John Hooper, Lori Roggenkamp, Jon Ness, Steve Saupe, LuAnn Otto, Shelly Carlson, and Mary Degiovanni

BOARD MEMBERS ABSENT: None

OTHERS PRESENT: Bill Otto

MINUTES

A motion was made by Steve and seconded by Lori to adopt the minutes of February 5, 2007 as presented. The motion carried unanimously.

ANNOUNCEMENTS

Bernie noted that our MN Grown renewal was completed and our 1,000 bags were on order. John H. reported on attending a MN Grown marketing conference.

COMMITTEE REPORTS

1. **TREASURER:** Steve reported on the monthly financials.
2. **ADVERTISING/PROMOTION:** Mary N. was thanked for her continuing great work on "The Beet" articles in the *Newsleader*. LuAnn checked on the BP sign and the costs are \$10/day or \$25/3 days. The consensus was not to pursue that rental.
3. **EDUCATION/ENTERTAINMENT:** Lisa is confirmed again this year for kids' activities. Common Ground high tunnel update and Karl Foord from the Extension Service speaking on marketing are planned for the Spring meeting. Shelly and Lori will also pursue a vendor/artist of the week or month and a grower of the week concept for the summer market.
4. **RECRUITMENT:** Mary circulated a list of members and prospects who had received mailed application info. The following applications were received and voted upon:
 - Whiskey Creek – approval confirmed since insurance received
 - Bill & LuAnn Otto – approval confirmed since insurance received
 - Beth Albers – approved
 - Dan Kirick – approved
 - Greg Novak – approved
 - Brenda Keim – approved
 - Russ Willenbring – approved
 - John Hooper – approved, pending insurance submittal
 - David Morreim – approved, pending insurance submittal
 - Todd Beumer – approved
 - Mary Ann & Steve – approved
 - Judy Heiling – approved
 - Common Ground – approved, pending insurance
 - Jon Ness - approved

5. MEETINGS ATTENDED: No reports.

OLD BUSINESS

1. STALL SPACE: The current rule of charging for additional stall space after July 1st through the Harvest Festival will be retained. Bill will monitor the need for adjustments and we will continue some flexibility as space allows.
2. CONTRACT FOR SITE: Bernie reported that the contract has been finalized.
3. VENDORS: There was discussion about allowing additional vendors and Jon N knows a popcorn seller who is interested and will be mailed an application packet. Steve will also work on finding a fiber/wool vendor who may be interested. There was much discussion about inviting applications from any and all interested vendors versus limiting the number of vendors by inviting only those who fill a niche we think would enhance the market and/or giving preference to St. Joseph businesses since it is the St. Joseph Farmer's Market. The consensus was that coffee beans and drinks may be a good additional vendor and The Local Blend will complete an application for future consideration by the Board.
4. SPRING MEMBER MEETING: Ideas discussed were to promote the speakers in our mailing/invitation to generate interest in attending; consider having a separate meeting for new/interested members 10-15 minutes prior to the 7:00 pm official start time so Bill could go over some rules with them separately. Refreshments will be served with the Market pop leftovers, baked goods donated by Board members and coffee donated by The Local Blend.

NEW BUSINESS

NONE

NEXT MEETING

The next meeting date is April 2, 2007.

ADJOURN

Bernie adjourned the meeting at 8:50 PM.

Minutes By:

Mary Degiovanni, Secretary