

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

**MINUTES OF May 5, 2008**

**REGULAR MEETING**

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on May 5, 2008 at the Stone House Restaurant in St. Joseph, MN. President LuAnn Otto called the meeting to order at 7 p.m.

**BOARD MEMBERS PRESENT:** LuAnn Otto, Steve Saupe, S. Pat Reuther, Tim Kuebelbeck, Jill Johnson, John Hooper, Shelly Carlson

**OTHERS PRESENT:** Bill Otto, Market Manager

**UNABLE TO BE PRESENT:** Mary Niedenfuer, Paula Doebler

**MINUTES**

A motion was made and seconded to approve the minutes of April 7 and the special meeting April 15, 2008.

**ANNOUNCEMENTS**

- LuAnn Otto has the updated insurance policy with her name on. She will keep it as long as she is Chair of the Board

**COMMITTEE REPORTS**

1. **TREASURER:** Steve distributed treasurer's report (see attachment). The past month had an income of \$36.25 and expenses of \$1,118.25 giving an ending balance of \$3,816.91. There are outstanding expenses that need to be submitted for reimbursement; e.g., lumber for building shelf in the shed for storage, stamps, dinner with Paul Huigunin before the spring membership meeting.
2. **ADVERTISING/PROMOTION:** Shelly Carlson reported that she has placed ads in the local papers; radio; hung posters and asked to be listed on community calendars. It was suggested that Mary Niedenfuer announce the guest vendors on the Web site. The guest vendor for May 9 is someone who makes bird houses from gourds that they grow. Tim Kuebelbeck volunteered to be the guest vendor the third week of the market and demonstrate rhubarb wine making. June is dairy month and the Dairy Ambassador will be at one of the markets. Some dairy produce will either be sold very inexpensively or given away. Suggestions were root beer floats or cheese and crackers.
3. **RECRUITMENT:** As of this meeting we have 23 members and 4 vendors.
4. **MEETINGS ATTENDED:** Jill Johnson attended the Little Falls Market meeting.
5. **WINTER MARKET:** Shelly reported that the April market was food for her. Terry Emmerich, the winter market manager indicated she would like more vendors. Currently any summer member is automatically eligible to participate in the winter market. Board members agreed that it would be helpful if Terry could attend some of the winter board meetings for better communication and support.
6. **MARKET MANAGER:** Bill Otto reported that everything is ready for opening day May 9. John Hooper will bring the extra flags he has for use as needed. Opening is scheduled for 3 p.m. Bill will honor, the best he can, members and vendors that request the same location as last year. There will be juice to sell rather than bottled water. A shelf is being constructed in the market shed to store records. The shed was moved to the market site last week.

**OLD BUSINESS**

1. **Spring Membership Meeting Review:** S. Pat Ruether will keep the list of attendees with the minutes. The market will use Minnesota Grown signs to advertise the market.

2. Cookbooks: Only 7 people have returned recipes. Jill needs at least 4 from each vendor to complete the book. She encouraged board members to submit recipes even if they are not selling at the market.
3. Market bags: The bags have been ordered. They are white and say, "Farm Fresh—Locally Grown." These seemed to fit our need and our budget! They will only arrive in June. They will be sold at a minimal price and some will be given away as a promotion.
4. Mid-summer Survey or Member Newsletter for Consumers and/or producers: We need to get feedback from both the customer and the members. More discussion needs to be done to develop appropriate questions for the mid-summer survey. The advertising, promotions/education & entertainment committee will work on this survey. Perhaps a suggestion box by either gate or at the market shed would make it possible to get information from customers. Shelly will ask her husband to make a box.

### **NEW BUSINESS**

1. Approval of applications: The application of Andy Walsch of St. Joseph, a vegetable and fruit grower, was approved. After much discussion, the application from a nursery in Sauk Rapids was not approved for the market. The deadline for applications is May 1. After this the fee increases by \$5.
2. Farmers' Market Brochure: Last year's brochure was reviewed. All felt it was worth the \$80. Board members made suggestions of information to be included on our page (such as updated logo; Web site address) and what should be deleted. Steve Saupe recorded the information and will do the follow-up.
3. Other: There had been questions of vouchers for WIC and Senior Nutrition programs. LuAnn reported that these are not currently in effect because people were not using them. It was suggested that we encourage the State Farmers' Market Association representatives to see if these programs may be reinstated since there seems to be a real interest in buying locally.

### **NEXT MEETING**

The next meeting date is Monday, June 2, 2008.

### **ADJOURN**

LuAnn adjourned the meeting at 9 p.m.

**Minutes by:**

*Sister Patricia Ruether, OSB*

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**S. Patricia Ruether, OSB**