

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

**MINUTES OF MAY 7, 2007**

**REGULAR MEETING**

Pursuant to due call and notice thereof, a regular meeting of the St. Joseph Farmer's Market Board was held on May 7, 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, Shelly Carlson, and LuAnn Otto

**BOARD MEMBERS ABSENT:** Mary Degiovanni

**OTHERS PRESENT:** Bill Otto

**MINUTES**

The minutes of April 2, 2007 were approved as presented by consensus.

**ANNOUNCEMENTS**

Bernie announced that the St. Cloud Times would be publishing an article on the opening of our market on Tuesday, May 8.

**COMMITTEE REPORTS**

1. **TREASURER:** Steve reported on the monthly financials.
2. **ADVERTISING/PROMOTION:** Ads for opening day were placed in several publications and on the city and college bulletin boards. Updated copies of flyer were handed out. There was discussion about two versions of the flyer and it was decided to have our regular flyer for promotional purposes and a new one listing producers and vendors to hand out at the market.
3. **EDUCATION/ENTERTAINMENT:** Lori and Shelly described planting projects lined up for kids. On June 22, ice cream will be served and the Dairy Princess will be at the market for Dairy Week. Discussion took place about allowing a college professor to set up a table with information on a business that provides residential solar-electric systems. It was agreed that this would be a good fit once or twice this summer.
4. **RECRUITMENT:** Discussion on Kevin Doyle attending the market occasionally as a vendor (\$20 each time). Approved pending an application to that effect.

The following applications were received and voted upon:

- Swany White Mill, Freeport – organic flour and mixes. Approved as a new commercial vendor.
- Jeff Skalicky – returning hydroponic tomatoes and cucumbers
- Terri Emmerich – returning producer of veg, eggs, agates, popcorn, Indian corn
- Paula Doebler – returning non-commercial vendor
- Alvin Schlangen – eggs, ground beef, raw pet food. Discussion on certification of beef and concern about selling raw meat as pet food. Approved with following qualification: Beef must be certified for inspection and each package officially tagged. John will contact the Dept. of Agriculture for assurance that selling pet food at a farmers' market is allowed.

(Addendum 5/10/07: John reported via email that the USDA requires a license to sell commercial feed and relayed this to Alvin, who is not interested in getting a license at this time. John also reports that Alvin is aware that he needs state or USDA inspection and certification for any beef that he wishes to sell.)

There was discussion on an email from Janet Freeman, a potential vendor from Clearwater, who feels she has a connection to St. Joe and is interested in selling organic bug spray for horses and dogs and organic shampoos, conditioners, etc. She was approved pending an application.

There was also discussion on approving future applications via email and on competition between vendors with specialized products. Should we try to protect niche marketers or make it a truly free market?

Michelle Joiner is another possible producer of veg and bedding plants plus essential oil lotions, bath salts, and soaps. Discussion followed on allowing her in as a producer but not allowing the lotions, etc at this time. John will convey this.

Jill Johnson was approved as a vendor of baked goods.

5. MEETINGS ATTENDED: Mary N. attended the Living Green Expo and reported that it was very well-attended both by exhibitors/vendors and by the public.

### **OLD BUSINESS**

1. MARKET BAG OPTIONS: Mary N. presented some information on acquiring an order of inexpensive, foldable bag such as the type sold for \$1.50 each at Byerly's. The bag is printed and distributed from a company in Cambridge, MN that requires a minimum order of 1600. There was discussion on collaborating with other area markets using a common promotional slogan or the St. Joseph business community and area organizations, including the Chamber of Commerce. Mary N. will contact the chamber to ask about help with funding; Bernie will contact the Sauk Rapids Farmers' Market rep.

There was also discussion on cooperating for weekly or monthly ads in the Times with other area markets. Mary N. and Luann will explore this.

2. EVALUATION OF SPRING MEETING: Comments included "well-attended; speaker could have used more pertinent examples to farmers' markets."

### **NEW BUSINESS**

1. MEMBER/VENDOR INFO SHEETS: Mary N. submitted the finished, laminated sheets to Bill Otto to give to members on the first day of the market. It was suggested that we see how these hold up in the wind and rain with the understanding that we may have to redo them on heavier stock.
2. FALL MEMBERSHIP MEETING: Discussed whether or not to continue with fall membership meetings. If not, we will need to change Bylaw 23 at an upcoming meeting to allow for board elections. It will be important to see that all members are informed of nominations in advance. John and Jon will canvass the market for nominations and follow up with a mailing that states that "The Nomination Committee is proposing the following

nominations for the board” and include ballots and self-addressed envelopes to mail them back in. Bernie will present the revised bylaw for approval at the next meeting.

3. OTHER:

A. S. Phyllis requested clarification on the insurance requirement. “Off-farm liability” or “liability for off-farm sales” is what is needed.

B. Signs along I-94: Steve proposed putting a sign advertising the market on monastery land near 94. Statutes require it to be short-term (10 consecutive days at a time) and no larger than 25 square feet. Discussion took place on how to handle this. Steve will report back.

**NEXT MEETING**

The next meeting date is June 4, 2007.

**ADJOURN**

Bernie adjourned the meeting at 9:00 PM.

**Minutes By:**

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**Mary Niedenfuer**