

# Community Market Board Meeting

<b>Minutes</b>	Tues may 6, 2008	6:00-8:25 pm	M&M Divide office, Carroll
<b>Facilitator</b>	Denise Webber	<b>Note taker</b>	Wanda McInerney
<b>Type of meeting</b>	Semi-Monthly Board Meeting	<b>Timekeeper</b>	Denise Webber
<b>Attendees</b>	Denise, Martha, Lue, Phil, Wanda, Dan, Rick, Julie Hlas, Dennis		
<b>Agenda topics:</b>			
<ol style="list-style-type: none"> <li>1. Agenda Approval</li> <li>2. Previous Meeting Minutes</li> <li>3. Treasurer's Report</li> <li>4. President's Report</li> <li>5. Old Business             <ol style="list-style-type: none"> <li>a. Farmer's Market                 <ol style="list-style-type: none"> <li>i. Price Mark-up Guidelines</li> <li>ii. Local Products Guidelines</li> </ol> </li> <li>b. CCMA                 <ol style="list-style-type: none"> <li>i. Attendees &amp; Costs</li> <li>ii. Financial Assistance</li> </ol> </li> </ol> </li> <li>6. New Business             <ol style="list-style-type: none"> <li>a. Project Manager Report                 <ol style="list-style-type: none"> <li>i. Tasks</li> <li>ii. Travel Request</li> </ol> </li> </ol> </li> <li>b. Julie Hlas, ISU Extension Services</li> <li>7. Adjourn</li> </ol>			
<b>1 Min</b>	<b>Agenda / Last Meeting Minutes</b>		<b>Denise Webber</b>
<b>Discussion</b>	No change.		
<b>Conclusions</b>	Motion to approve agenda made by Martha; seconded by Lue. All in favor. Motion to approve last meeting minutes made by Martha; seconded by Phil. All in favor		
<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>	
None	None	None	

<b>2 Min</b>	<b>treasurer's report</b>	<b>lue baker</b>
<b>Discussion</b>	<p>MTD income: \$630.00          MTD expenses \$62.14          MTD Net: \$567.86</p> <p>YTD income: \$46,856.25          YTD expenses: \$26,292.60          YTD Net: \$20,563.65</p>	
<b>Board Update</b>		
<b>Conclusions</b>	Motion to approve treasurer's report made by Phil; seconded by Martha. All in favor.	
<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>
None	None	None
<b>5 Min</b>	<b>Presidents report</b>	<b>Denise webber</b>
<b>Discussion</b>	<p><b>President's Report:</b>          2 packets handed out – Wheatsfield Cooperative Subscription Package and Member Loan Program Disclosure Statement. Read and become familiar with documents, will discuss program at next Board meeting. My role is changing, done organizing and need to get into strategic planning.</p>	
<b>Conclusions</b>		
<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>
None	None	None

<b>30 min</b>	<b>OLD BUSINESS</b>		<b>DENISE WEBBER</b>
Discussion	<p>Farmer’s Market starts 6/4, intention to sell local products, meat, chicken, honey, apples, eggs, strawberries, melons, peaches. Will need to get \$100 license to sell meat. Discussed mark-up. Motion made by Martha, seconded by Phil 10% on non-meat, 15% on meat. All in favor. Motion made by Martha, seconded by Lue to follow the Farmer’s Market local products guidelines. All in favor.</p> <p>Conference workshops, cost, \$1250 - \$1300, (Denise and Phil) approximate total \$2500, \$2600.</p> <p>Financial assistance so far, \$1500, and in the process of seeking additional assistance. If necessary, can seek out members to sponsor attendance. Discussion on 1 or 2 members attending. Motion made by Lue and seconded by Wanda to continue to seek financial assistance for two members attending. All in favor. Conference, June 12<sup>th</sup> – 14<sup>th</sup> in Portland, Oregon</p>		
Conclusions			
Action items	Person responsible	Deadline	
None	None	None	
<b>90 min</b>	<b>nEW business</b>		<b>DENISE WEBBER &amp; DAN FORD</b>
Discussion	<p><b>Project manager report.</b> Dan – Four things deemed important for future, member loan program, new membership accumulation, more travel to coops, and pro forma. Can use documents from Linda Johnson on member loan program, no proprietary issues, can insert our name, etc. Dan will prepare, Martha will review and Wanda will type up, Denise’s input on terms and rates and marketing ideas. Discussion on when to launch, June 1<sup>st</sup>, June 15<sup>th</sup>? Will market to existing and new members. New memberships are critical to get ahead of time line.</p> <p>Travel request: Travel Proposal presented by Dan, including Ames; Decorah, IA, Northfield, MN, Cambridge, MN; and Paoli, IN. Mileage rate, 35 cents per mile (Ames, 200 - \$70) (IA/MN, 1086 - \$380) &amp; (Paoli, IN 1300 - \$455). Lodging – 0 for Ames; MN/IA 3x100, \$300; Paoli, 2x100, \$200. Food, 0 Ames; \$100 IA/MN; \$75. Hours, Ames, \$160; \$640 IA/MN, \$600 Paoli, IN. Total estimated costs at this time are \$230, Ames; \$1420, IA/MN; \$1330, Paoli, IN – for a Total of \$1330. Information gathering will include business plans, marketing plans, start up issues, management</p>		

issues, current financials, member loan programs, equity accumulation for start up and/or expansion. Ames trip could be combined with Decorah, but would require a night's lodging. Recommends Ames alone, then evaluate information gathered there before proceeding, and the Paoli trip evaluated by phone conversation first. Will put expenses into a grant application, includes research, educational and on-site training. Motion made by Martha and seconded by Lue to approve trips 1 (Ames) and 2 (IA/MN) with or without grant funding, and No. 3 (Paoli) if grant funded at this time. All in favor.

**Julie Hlas, ISU Extension Services, Guest Speaker.** How to create a marketing plan discussed.

Need to have a fluid marketing document, a plan for future, have a definite strategy. Upcoming six months to year is very important for success. Need to emphasize front-burner trends going on in country today, food availability locally, gas prices. Pick a list of potential big donors, 20 donating \$1000. Recruit an extended or associate board member, have somebody plugged in locally to contact area's movers and shakers. Have an event (Local Harvest Banquet) – make it a happening, doctors, lawyers, business owners, local entrepreneurs, silent auction, involve Winery. Chef Paul discussed, invite him (or someone similar) to do demos with organic food. Make the event something people will want to come to. How to compete with local fundraising, do an awareness campaign, capital campaign, do door knocking campaign before Event, do a Green thing, create a buzz, youth education, local schools. Board thanked Julie for coming and for her enthusiastic ideas in creating a marketing plan.

Conclusions

Action items

Person responsible

Deadline

1 min

adjourn

Discussion

	Motion to adjourn made by Lue; Seconded by Martha. All in favor. Adjourned at 8:25 p.m.	
Action items	Person responsible	Deadline

Observers	
Resource persons	
Special notes	<b>Next board meeting: Tuesday, May 20, M&amp;M Divide, Carroll – 6PM</b>