

NDFMGA Board Meeting Agenda– April 3rd, 2019

Call to Order – Ross Lockhart

Roll Call - Holly Mawby

Present: Hero Barth, Roberta Hunt, Bonnie Munsch, Ross Lockhart, Marvin Baker, Holly Mawby, Janelle Anderson, Jamie Good, Roberta Thorson, Danielle Mickelson (joined late)

Not Present: Mike Pretzer

Introduction of guests: There were no guests present

Approval of Minutes from Previous Meeting, February 2nd, 2019 – Ross Lockhart

Motion: Roberta Thorson

Second: Marvin Baker

Motion Passed

Treasurers Report – Mike Pretzer/Holly Mawby

Motion: Janelle Anderson

Second: Hero Barth

Motion passed

Old Business

- Website updates – Holly Mawby

The website has been renewed on its current platform for one more year. Holly will work with Robert Tolar once he returns to ND with Stephanie. Ross Lockhart asked if when the final changes were made if there could be a way for members to renew or update contact information online. Holly said she would work on this with Robert.

- Member audit of financials – Holly Mawby

Holly reported that the 2018 audit package had been sent out to Roberta Thorson but there was some trouble contacting Hannah Dewey to do the other member audit. Mike Pretzer had been trying to assist in finding another member to audit. Bonnie Munsch volunteered to be the other member auditor. Holly will send Bonnie the audit information.

- Attendance/booth at ND Tourism Conference – Danielle M.

Danielle Mickelson was not on the call at this time so Holly gave the update. The booth cost \$500, Danielle is willing to do some of the booth manning but would need help. We have not yet received a bill for the booth. We need to determine who will assist with manning the booth. The conference is in Minot, April 15 to 17th. Agenda is attached. Marvin Baker volunteered to assist in manning the booth on the 17th. Holly and Danielle will work out details for the 15th and 16th.

- Request for funding to ANONYMOUS DONOR – Ross Lockhart

Holly contacted Donnie Giffey as directed by the board and ANONYMOUS DONOR is still open to a request from the NDFMGA for funding assistance. The same goals would apply. ANONYMOUS DONOR would not pay for operational funds and would only assist with education, marketing and funding assistance to members. Marvin Baker asked for clarification on who is able to access the new vendor grants. Holly clarified that new vendor grants were a one-time grant in a vendors first or second year of vending. Roberta Thorson felt that the grant amounts of \$300 and \$500 (new vendor and mini grants respectively) were reasonable. Ross felt that the ANONYMOUS DONOR funding makes the NDFMGA a player in the local foods area and were beneficial to us. Hero suggested using ANONYMOUS DONOR funds to bring in better conference speakers to better educate our members. Ross agreed. Marvin suggested our

marketing and educating of consumers could include more advertising. Additional advertising could bring more exposure to purchasing local. Roberta Thorson also suggested better and more advance publicity for the conference may bring in more participation by members, consumers, and others. Ross agreed stating that in 2018 the promotion of the conference came out a bit late. It was agreed that a subcommittee made up of Ross, Danielle, and Jamie would be formed to work on a marketing plan for the conference, consumer and association awareness. A comment was made that marketing of each individual market should be up to that market and our mini grant program is available for that purpose.

New Business

- 2019 Conference – Jamie Good

Jamie talked about planning for the 2020 conference and wanted some guidance. Jamie wanted to talk to the board about the dwindling attendance at this year's conference. He stated that even some of the participants noticed the smaller number of participants. All totaled, he said we had 65 producers. Our goal is always about 100 so we were off that mark for 2019. Jamie noted that to bring in higher quality speakers we need to book them soon or at least reach out to them. He will look to the board for suggestions. Holly will send out an email asking board members for ideas. The board had discussion about the timing of the conference and agreed that we needed to be mindful of other similar conferences as well as large sporting events like the high school basketball tournaments. The board members also felt that it was good to combine our conference with the ND Grape and Wine Growers but felt we may not want to have the conference in Fargo as that is where NPSAS has their conference and it may have some overlap in participants and is held about the same time as our conference. Questions were asked about NDDA's contribution to the conference. Jamie noted that in 2019 the total spent by NDDA on the conference was \$3,400 and that this was typical. Jamie also wanted the board to understand that the NDDA still sees this conference as their conference with NDFMGA as a sponsor so all speakers need to be approved by NDDA. After conversation, Jamie will look into a possible location in Grand Forks and will speak with the NDGWA to see if they would be willing to partner again in 2020 in that location. He also noted that in 2020 it is hoped that the registration for and publication about the conference is hoped to be ready and out much sooner.

- Membership recruitment and retention – Ross Lockhart

The board discussed our current membership income compared to expenses, the structuring of the dues and talked about ways to increase number of members and income. It was suggested that we could offer membership only educational webinars, have more 'freebies' like the stickers and shelf talkers or bags/promo items for members, look into getting more individual members, and other ideas to increase membership. Marvin indicated he would think about some ideas for this and provide them at the next meeting. The NDFMGA has approximately \$3,000 per year in membership dues with almost \$11,000 per year in expenses.

- Replacement Board Member – SE Region. Ross Lockhart has asked Jen Skoog, member from the southeast if she would be interested in serving on the board. She is interested but would like to sit in a meeting before making a final decision. She was unable to attend this meeting. Jen runs Family Roots Farm and lives in Christine, ND. Ross will keep trying to connect with her. Other board members expressed that someone from Christine or the Wahpeton area would be a good addition to the board as the Twin Towns Market is very strong, has been a longstanding member of the NDFMGA and we have not had board representation from there before.

Membership: Recruitment and Retention – Ross Lockhart

- NDFMGA Checking account – move to interest bearing account – Holly Mawby

Holly noted that the bank had suggested moving the NDFMGA checking account into an interest-bearing account.

Motion: Bonnie Munsch moved to have the checking account changed to an interest-bearing account

Second: Roberta Thorson

Discussion: Ross questioned if we were a non-profit and what affect an interest bearing account would have on our non profit status. Bonnie asked if there would be a minimum balance with the change. Holly answered that

to the best of her knowledge there would be a \$500 minimum balance required. Holly will check with the accountant (David Hance) to see if there would be any issues with having an interest bearing account.

Motion Passed.

- Encouraging farmers markets to accept SNAP EBT cards: Education and Support – Ross Lockhart
There was discussion about the NDFMGA's role in assisting or promoting the use of SNAP EBT at farmers markets. Danielle spoke about her work in obtaining the ability to accept this form of payment at the Rolla market. She stated that to receive them the market needs to be a 501c5, LLC, or partnership to accept them. Many markets are not formally organized into any of these business formats. One member suggested that Farmers Union may be interested in assisting with this or supporting a 'double bucks' campaign. The suggestion was made that the NDFMGA could provide training to markets on how to go through the process for accepting SNAP EBT payments and/or support some sort of 'Double Bucks'. There needs to be more investigation into the process so we thoroughly understand the steps and what will work for both small and large markets before a decision is made. Arlene Durra from the ND Department of Health may be a resource. Danielle will be a resource as we move forward and Holly will do some checking.
- Local Foods in North Dakota: Where does NDFMGA fit and how can we bring different groups together around our shared goals? – Ross Lockhart
Discussion was held about the many groups within the state that are working on local foods issues and the role and participation of the NDFMGA in these groups. Holly said she would send out an email poll to Board members asking them to share which local food groups/organizations they are members of. We can begin to build our network from there.

Adjourn

Motion: Hero Barth

Second: Janel Anderson

President Ross Lockhart adjourned the meeting