



**North Dakota Farmer's Market and Growers Association (NDFMGA)
Board of Directors Phone Meeting**

June 2, 2015 7:00 PM

Meeting Called to Order: President, Hero Barth called the meeting to order at 7:05pm.

Directors Present:

Hero Barth, Roberta Hunt, Dan Rugroden, Bob Nowatzki, Janel Anderson, Stephanie Blumhagen, Cheryl Duvall, Brian Lee

Directors Absent: Roberta Thorson, Pam Anderson

Advisory Board Present:

Holly Rose Mawby (Entrepreneurial Center for Horticulture), Jamie Good (North Dakota Department of Agriculture – NDDA)

Staff: Crystal Grenier (Administrative Assistant)

Agenda Review:

Hero Barth reviewed the agenda. Holly Mawby added update in regards to legislature HCR 3037, and inquiry into becoming a member of the National Farmer's Coalition to the new business agenda. Roberta Hunt added the strike force zone conference coming to McClusky on June 17th to the new business agenda.

Treasurer's Report:

Copies of the report were provided to all members.

MOTION: Roberta Hunt moved to accept the Treasurer's Report.

Motion seconded by Janel Anderson. [Motion passed](#)

President's Report: Hero presented information about the legislation committee, and guest speakers at the conference held in Medora in April.

Previous Meeting Minutes from February 7, 2015:

Meeting minutes were made available to all members during the meeting.

MOTION: Brian Lee moved to accept the previous meeting minutes.

Motion seconded by Dan Rugroden. [Motion passed](#)



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OLD BUSINESS:

1. **Cookbook:** Pam is not present at this meeting. We will add this update to our next meeting agenda.
2. **Market Surveys:** Nick Trumbauer conducted phone surveys of North Dakota market managers regarding our current market endeavors, association efforts, and grant opportunities. Survey results indicated many smaller markets in need of more vendors (email attachments gave specific summary results and individual market manager responses). Some board member suggested inviting FFA, 4H, and other agricultural groups to participate in markets as a way to generate more vendors and interest in selling at markets. The suggestion was also made to invite local vendors to participate in their local farmers market board meetings (in some cases the local farmers market boards are made up of only a few vendors and community businesses people). Being more involved would help them feel like they had more stake in the market.
3. **Budget:** Discussion and decisions were made in regards to advertising needs and wants to promote markets individually or as a whole through media resources such as electronic billboards, static billboards, Prairie Public, radio and ads from NDDA. Holly went ahead and purchased a North Dakota Living print ad for the next year. Suggestions were offered to seek out a marketing firm to develop a plan of action to move forward to effectively rebrand our image and find ways to effectively market in the future. Brain Lee suggested KK Bold marketing firm which Holly is going to contact and inquire about our marketing needs to advertise our local food campaign. Other ideas were offered to boost advertising efforts such as ... get rid of billboards, newspaper insert advertising, coupon mailings, connect with extension agencies, and/or do on-line advertising through Bis-Man or other social media resources.

Motion: Roberta Hunt moved to allow the Executive Director to spend \$1,000.00 or less to purchase ads on Bis-Man online or similar marketing.

Motion seconded by: Stephanie Blumhagen

Motion: Roberta Hunt moved to keep the same amount of money already allocated for radio, North Dakota living advertisement, and pursue marketing firms for future advertising ventures.

Motion seconded by: Stephanie Blumhagen

Motion Amended: Cheryl Duvall moved to allow the executive director to spend the \$1,000.00 as see fit for current advertising needs. Amendment carries. Motion as Amended: [Passed.](#)



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4. **State of Grants:** Crystal gave an update on the green and growing, new vendor, and mini-market grants. We had three green and growing grants, and so far, nine new vendor, and nine mini-market grants. The board decided to table further discussion on this topic until our next meeting.
5. **Manager training online this Fall – with meetings?** Since we have time, this topic will also be tabled until the next meeting.
6. **How to best serve our markets in the coming year:** Holly's research into a marketing firm to help with future advertising and marketing needs will hopefully generate some ideas.

NEW BUSINESS

1. **2016 Conference:** Jamie already has Adam Montri and Lynda Annareno lined up as guest speakers at next year's conference. He asked the board for input on others as these engagements fill up quickly. Cheryl suggested Jericho Settlers Farm in Vermont. Cheryl and Hero are going to email Jamie with other ideas and speaker suggestions.
2. **Insurance on mobile food unit-issues:** The time and expense for producers to use this unit are high (\$500.00 for the insurance needed). Holly will pursue other insurance carriers for vendors and markets, ex: Campbell risk management company.
3. **Join the National Farmer's Coalition:** Holly shared the benefits and cost of \$75.00 per year to be a member of this organization. This membership would give the association access to speakers, technical assistance, surveys, etc.

Motion: Hero Barth moved to apply and pay for a one-year membership.

Brian Lee seconded the motion. **Motion passed.**

4. **HCR 3037** - Hero testified at the legislature on behalf of the association for this resolution. The resolution passed the house and senate and was then passed on to the legislative management committee for assignment. The resolution did not get assigned to a committee so it will NOT be studied this interim. However, Mr. Bullinger from the State Department of Health and Representative Boschee seem interested in doing what they can to assist the multitude of Health Units to coming to some sort of unified consensus on the food regulation codes on their own, without being legislated. Holly and Jamie will continue to work with all interested parties and keep the board up to date on progress.
5. **Strike Force Zone:** Roberta shared that a USDA meeting to be held on June 17th in McClusky would be a great presence and networking opportunity for the association. Eight counties come together to focus on promoting rural development and local foods is a part of that agenda. Holly will attend and set-up a booth with marketing information. She will be reimbursed for her mileage and her time.



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Motion: Roberta Hunt moved to reimburse Holly for mileage and registration fee to attend and participate in this meeting. Stephanie Blumhagen seconded this motion. **Motion passed.**

6. **Wenhao Dai and raspberry variety trial.** The NDFMGA received a request from Wenhao Dai requesting a letter of support to the APUC commission in regards to his research on new raspberry cultivars for North Dakota. The board decided to support his request. Holly will write a letter of support.

Adjourn the meeting

MOTION Brian Lee motioned to adjourn the meeting. Roberta Hunt seconded the motion. **Motion passed.** Meeting adjourned at 8:45pm