

MISSISSIPPI RIVER HILLS ASSOCIATION
BOARD OF DIRECTORS
March 17, 2008

A meeting of the Board of Directors of the Mississippi River Hills Association (MRHA) was held at the Perryville Higher Education Center, Perryville, MO, on March 17, 2008. February's meeting was cancelled due to inclement weather. It was decided not to reschedule since there were no general agenda items that couldn't wait until March. Due to scheduling conflicts for several board members the March 2008 meeting was moved to the third Monday.

Refreshments in the form of goat cheese and crackers provided by Baetje Farms. Thank you Steve and Veronica!

Roll Call

The meeting was called to order by president Keith Kinkade at 6:05 p.m. Board members present were: Steve Baetje, Brenda Carrow, Steve Frye, Ron Hale, Keith Kinkade, Teresa Meier, Judy McGee, Becky Millinger, Octavia Schoenberg, and Kenny Wilson.

Also in attendance were Tish Johnson (Ste. Genevieve Extension office), Lisa Palmer (MRHA Coordinator) and Veronica Baetje of Baetje Farms.

Approval of Agenda and January Minutes

Motion was made by Ron Hale to approve the meeting Agenda and the January minutes as presented. Second by Steve Frye. Motion carried. As mentioned above, there was no meeting held in February, therefore, no February minutes were available..

Financial Report

Three SARE Scholarships were accepted at \$300 each (awarded to Julie Bricknell, Ron Hale and Octavia Scharenborg. Expected room expense for Ron is \$360 and for the ladies, \$381. The board considered providing additional monetary assistance and discussed expectations for the scholarship awardees. Ron Hale stated he was given a money to cover his hotel by a private individual and did not need MRHA to cover his room expense.

Motion was made by Kenny Wilson to cover the room expense for Julie Bricknell and Octavia Scharenborg. Second by Steve Frye. Motion carried.

Motion was made by Becky Millinger to pay the invoices presented. Second by Kenny Wilson. Motion carried.

Becky Millinger moved to accept the Financial report. Second by Kenny Wilson. Motion was carried.

Coordinator's Report

Lisa Palmer has been busy! The following items are among some of the events/duties she has been overseeing:

- **Plen Air.** Previously MRHA discussed taking over planning of the Plen Air event in Ste. Genevieve County. Since then the Lion's Club has decided to continue being in charge of the event and MRHA will not be participating in 2008.
- **Black & Gold.** The Mizzou Alumni are considering adding an annual event to include MRHA. MRHA members would be invited to present/sell their wares as part of a regularly scheduled Black & Gold meeting. At this point it has not been determined where to hold the event.. This would be an open event; public encouraged to attend.
- A 50 mile long **Art Meander** through Louisville, Clarksville and Hannibal is scheduled for March 29. MRHA members encouraged to attend as a group.
- **Missouri Association of Fairs and Festivals.** MRHA should consider joining the association. Membership would provide contacts and have MRHA events listed on their website.
- **Healthy Foods Initiative.** Making progress. Processing techniques and a kitchen are being researched.
- **Adventurous Minds.** Lisa's first graduating class included eight kids that attended meetings in Perryville. Five of these junior high age kids have start-up plans established for entrepreneurial businesses. Due to the highly successful class there will definitely be more classes scheduled; hopefully in other venues throughout the six county region.
- **Pevely Flea Market.** A meeting has been set to meet with management of the flea market for Thursday, March 20. Ron Hale and Kenny Wilson will be attending with Lisa.
- **Membership.** Four people have officially joined MRHA by paying dues even though the membership drive isn't in full swing yet.
- **Missouri State Fair.** Ron Hale suggested that MRHA attend and participate in the fair. Lisa will look into this.

Committee Reports

Marketing

- Tish announced that a "webinar" has been scheduled for Friday, March 21 at 10:00 a.m. to discuss the logo and additional advertising ideas with Grizzell & Company.
- It has been determined that MRHA will redesign our website on our own. John Grizzell has offered to do the basic design, color scheme, etc...
- A maximum dollar amount of \$5,000 has been established for additional services provided by Grizzell & Company that are above and beyond the original pro bono services offered.

Events

- **Black & Gold.** Monday, May 5, 6:00 p.m., Cape Girardeau. The event is being designed as a "showcase" for MRHA members. The Missouri State University of Columbia alumni will be in charge of advertising and providing a location to host the event. Lisa has been

researching alcohol licensing requirements so that we could possibly provide a wine-tasting with the event. MRHA might be able to get a “picnic license.” The event will be open to the public.

- **Chefs’ Contest.** Becky Millinger has spoken to three culinary schools, one is very interested in working with us. It would be better to wait until next year to have this event. The Farmington Community Civics Center was very interested in letting us have the event in their facilities; however, they can’t provide any cooking equipment. MRHA would have to find a way to provide all appliances, equipment and supplies necessary. Newspaper coverage should not be a problem. The committee needs to speak with producers to establish product availability and quantities to help determine a time frame for the event. The possibility of using local restaurateurs instead of student chefs with prizes being provided for the competition was discussed.
- **Marketing for Artists.** Scheduled for April 12, 9:00 a.m. to 4:00 p.m., Cape Girardeau. Flyer available on website.

Research and Evaluation

- Baseline study report. A final meeting is scheduled with the advisory panel, Thursday, May 15, 7:00 p.m., Perryville. Public meeting(s) will be scheduled to present results (possibly one meeting for northern counties and one meeting for southern counties).

Old Business

A handout listing the “Benefits of MRHA membership” was distributed. The list was reviewed and clarified.

Another handout detailed “Friend of the Region” qualifications, benefits and limitations. Kenny Wilson moved to accept a \$25 membership fee for “Friends” along with the level classification and requirements. Motion was seconded by Teresa Meier and approved by the board.

A third handout provided “Suggested Membership Incentives for 2008”. Kenny Wilson moved to provide a discount for those paying for two years upfront with the following fees, with the stipulation that the member sign up by May 31, 2008 (approximately 60 days from scheduled date of First Annual Meeting):

<u>1 Year</u>	<u>2 Years</u>
\$25-Friend	\$35-Friend
\$35-Individual	\$50-Individual
\$75-Business/Organization	\$125-Business/Organization

Second by Becky Millinger. Motion carried.

Benefits for Charter Members was discussed. Steve Frye moved to have a discount off your own membership if you get someone else to apply for membership; 10% off membership

fee with every new member recruited, with a maximum of 10 new recruits per established member (equals one free year), with the discount being applied to the second year's membership fee. Second by Teresa Meier. Motion carried.

It was suggested that the logo be used by members with legitimate businesses with a "logo committee" to be formed to approve applications submitted by members. It was decided to let stakeholder groups discuss the issue and establish standards at the March 28 First Annual Meeting. Steve Frye volunteered to get some legal advise about trademarks/logos.

Local Food Directories for Ste. Genevieve and St. Francois counties are available on the MRHA website. At this point costs prohibit printing hardcopies for distribution. The directories need to be reformatted before printing is feasible.

New Business

The agenda for the March 28 Annual Meeting was discussed. Dennis Roedemeier will be the guest speaker. The meeting will be held at Stonie's Sausage Shop, in Perryville, with a wine tasting and tour afterward. The logo will be unveiled to the public and logo usage will be determined. Membership benefits will be discussed. Youth Entrepreneurship "showcase."

Adjournment

The next board meeting will be set at the March 28 Annual Meeting – expected date is April 14.

Motion to adjourn made by Steve Frye. Second by Ron Hale. Motion carried.

Board members were provided flyers to distribute at regional businesses and public venues to promote the March 28 general membership meeting.

Respectfully submitted,

Brenda Carrow, Secretary