

## Commission Meeting Agenda

June 20, 2019

1 North Capitol - 1st Floor Conference Room

In Attendance: Dana Kosco, Roy Ballard, Zach Rayce, Suzi Spahr, Curtis Hansen, Heather Tallman, Kyla Wagner, Jordan Seger, Jolene Ketzenberger, Michael Gilm, Marcus Agresta, Mark Straw, Bill Kercher

Suzi - Introductions around the table. And in the crowd.

In the crowd: Jeff Cummins (ISDA), Katie Nelson (ISDA), Renee and Nick (interns with Department of Revenue), Anna Hawk (LG Intern), Adeola Otungu (Business office), Naima Gardener (ISDH).

### **Indiana Grown for Schools Network**

Farm to school grant. Deliverable Indiana Grown for Schools. Great interest in selling to schools. Food safety guidelines to comply with. A lot of education for members that could connect with schools. Food safety pieces online and in print for farmers or producers to comply with to sell to a school specifically. Schools can decide what does local mean to them and allowances on the schools end. Great partnership with Purdue Extension and ISDH to make it a reality.

Info from Naima Gardener: Regulations rundown of project. Working with School Food Service Directors. Also spoke to Dept of Ed bc they have incorrect information on their education website. Most of the farmers fall under \$25,000 threshold for FSMA. Moving forward in good shape. Actionable: Naima will share the guide with the Commission once the spreadsheet and guide is complete.

Dept of Education defers to IDSH for all regulations. ISDA Policy Director talked about a legislative bill that was passed with that less than \$25,000 are exempt from FSMA. Schools can buy meat from any state inspected facility.

### **Member Updates: Heather**

Monumental Marketplace

Indiana State Fair - Stage programming and sampling. Stage shows from 10-6pm. IG has 3 time slots every day. 12:00 seasonal produce recipe. Membership that can't be in store. 3:00 recipe that corresponds with featured farmer. Right at 3-4 for about 25 minutes for q&a with Farmer of the Day and the featured superhero since the state fair theme is "Heroes in the Heartland" Many of the featured farmers have product in the stores. There will also be 6 sample stations.

Airport update. 2020 Airport project anticipation opening. Airport wants pre-opening publicity, but members can't go post security alone. So, the IAA will be purchasing samples to be handed out to travelers at the airport and members can be accompanied to the space at the airport to hand out free samples.

Retail/wholesale/special projects: Kroger wants to do a sample/tasting project for members to roll over.

Heather attended the state ag marketing conference. (people like IG every state). They had a swap shop and programming for states to share about some of their successes and difficulties. Indiana grown shared about the airport project. Additional discussion from the group of state marketing officials about the USA Today article about local ag programs.

### **Event Updates: Dana**

Monumental Marketplace Map - Members/vendors space. First come first serve in each quadrant. Numbers are the same as last years within 15-20 to the same. Indiana grown booth at every spoke. Planning a preview hour for VIPs including media/bloggers in the 9-10am hour for sampling.

State Fair Store: 66 members currently signed up. (Last year 100 members. 400+ products) New design of the store layout, hopefully also have member videos and live feed of Heather on the stage. New this year – area behind the store will be more informational rather than kid activities. Interactive maps on kiosks where you can click each county and all members in that county show up.

State Fair Wine Gardens sponsorship includes a Wine and spirits competition. Open to all Indiana made wine/spirits. Will be in the old Angie's List gardens. Winner of competition will be serving wine/spirits at Fair.

Marketing Materials for members. Survey was created and we ordered marketing materials. Developing an online form for members to order what is best for them. Materials were passed around for viewing.

Events in further reaches of the State. We explored doing a “monumental” event in the north and south but could not get local orgs to help with logistics planning. So, going to partner with existing events where we can help them find new vendors from IG.

1. Southern Indiana ChristKindleMarkt in Ferdinand going to have spots to fill with Indiana Members.
2. Northern Indiana Historical Association Fall Festival in Valparaiso. Sunset Hill County Park.

Sponsorship at Mallow Run Winery Summer concert series. Flyer in folder for more information. Carmel Symphony Orchestra night – we are title sponsor. Sept. 21st. Social media has posted Indiana Grown already. Given a lot of tickets for giveaway for state fair and mail tickets. The consumer info collected may be used long term if we decide to put out a consumer newsletter.

Save the Date - Next legislative event is Tuesday 1/21/20.

### **Program Updates - Suzi**

Contract extension for marketing. State is looking at large contract system for all state agencies. We extended contract with Williams Randall through end of December. Their services include Social Media, paid social media, Digital retargeting, Google retargeting, Print advertising in lifestyle publications such as Travel IN and Indy Monthly, Brand Guide to do a consistent look and feel for brand.

New parts of the contract will include targeting of earned media, Update website with branding and fixing website problems.

Budget (FY19 review, FY20 overview). Start with 2019 handout. First four Left columns are budgeted. Last 4 Right is what was spent. We include money from store at state fair to pay for state fair costs.

Opportunities for board participation

1. Monumental Marketplace. Come. Wear Indiana Grown. Talk to members.
2. State Fair Dates Aug 2-18

Open Discussion:

Jolene: Will we be doing anything with culinary crossroads?

The LG has asked IG to sponsor the program with \$10K which will mean the IG logo is included in all materials, local products are included in the dishes made, and publicity.

Jordan: Is there interest in the Commission being a part of development of a strategic plan?

Overall interest from Commission members. They would want time to consider the questions and direction of the strategic plan.