

Indiana Grown Commission Meeting

September 26, 2019

Attendance -

Kyla Wagner

Roy Ballard

Bob White

Jordan Seger

Tamara Benjamin

Bruce Kettler

Michael Gillum

Heather Tallman

Marcus Agresta

Mark Straw

Dana Kosco

Thom England

Craig Baker

Angela Grant

Jeff Cummins

Laura Brown - LG's Office

Topic

Welcome - Introductions around the room

Angela Grant - Operations Specialist spoke about her background

Strategic Plan - (Jumped to Strategic Plan first on agenda)

3 Years or 5 years to where we want to be.

Start with Members to see what they are thinking. Will receive a mailer.

Farm to Institution, Schools and Airport

Asking Commission to weigh in on things that they think could improve or what could change
Mailer followed by a postcard.

Q:

Roy Ballard - Timing on mailer and post card. Harvest season will impact what/when people are receiving. What is the timeline?

- Heather - Something out beginning of November. Option to digitally update profile.

Mark Straw - Will survey have a way to categorize the people they are participating. Member, not active member. Years they have been a member. Why have they not been active? How do you address those that are not active?

- Heather - There will be a section of are you active? Why/why not?

Mark Straw - Will you share what you are going to send?

- Heather - Explained what will be on the mailer.

Thom England - Want to make sure the questions are worded in a way that is actionable, instead of having open ended questions.

- Heather - Every year we have a follow up for direction from members

Angela - Are members members for life?

- On agenda there will be a follow up on what new member application

Jordan - Comment on tech side. Use Salesforce to connect survey for members back to member profile.

Bob White - Will the survey results be brought to a commission meeting? Are you wanting guidance from commission input?

- Heather - Yes, there will be a commission meeting focused on survey and strategic plan

Tamera - After the meetings there should be a facilitator for the strategic plan for all voices to be heard

Bruce - Can Williams Randal facilitate or if not Purdue Extension.

Event/ Technology Updates - Dana

Marketplace at the Indiana State Fair - Referenced one pager.

- 506 products in Marketplace

- Almost 600 registered but not all showed up

- Went over what the process
 - May require members to make up some for Indiana Grown members bring in products

Q: Marcus Agresta - What is the process of inventory? Is there a POS system or barcodes.

- Dana - No real time inventory, but would like to for the future.

Heather - Talked about the future of Marketplace.

Dana - We allow any members to bring whatever product they want, which leads to a lot of competition?

Roy Ballard - Happy with the number of products.

Tamara - It seems like this is a lot of work for your small team.

- Dana - Looking to change a few things to make it easier, but some things may not be able to change due to money exchanging too many hands.

Angela - Is it all cash?

Dana - No it's cash and credit.

Thom - Storefront software for scanning items.

Jeff - I saw that some people's packaging.

- Dana - If damaged out of the box then member eats the cost, but if it wasn't broken in shipping then Indiana Grown eats the cost.

Bruce - Question on bottom graph. Whats the difference between wholesale or retail?

Jordan - Can I buy this outside the store. Just a comment to talk about at a later time.

Thom - Part of what you are doing is to teach people how to sell than maybe telling them the markup in a store is this. May benefit the member more. It's a good way to experiment.

Mark Straw - Where the returning members from 2017, 2018, were it the big sellers? Can you evaluate that by saying we love having you here but we may need to pass it on to another member for this opportunity

Save the Date - 2020 Legislative day 1/21/20

Changing the event format. This year is the perfect time to turn it into Indiana Grown to talk about Airport Project, Farm to Schools, LG to speak or a catered event. We can show IG worth and members that it would be more valuable use of time.

Q;

Roy Ballard - Will they have members involved.

D - Only Staff talking about Indiana Grown, but members will not staff. They will be invited to mingle.

Roy Ballard - Could you identify with name badge or something.

Bruce - What is the objective to bring the legislative there?

D- Still be important to be on the top of mind and keeping them informed.

Bruce - If you don't have potential constituents there the legislative won't turn up. There are a lot of successes but we should have at least 3 members to draw the legislative members there.

Bob - The best way to advocate is personal stories.

Mark - Members should notify your legislative member to let them know you are going to this event.

Tamara - Coach the members to talk about Indiana Grown. Talk about how (ex.) the state fair helped their products.

Jeff - Having a meal ready to go will be a helpful draw.

Save the Date - Monumental Marketplace - June 26, 2020

Dana - maybe rent tables and tents rather than members bringing in everything.

Q: Roy - It would take a more time for members to

Brewery/Distillery Trails, Christmas Tree/B2C Freezer Meat Maps

Website Updates

- Dana worked through new website updates.
- Resources - Links for all vendors and products (Market Manager) **Program/ Member Updates**
 - State Fair Stage - Want to tighten up people presenting.
 - Purdue Extension be able to present more often on the stage
 - Sampling - Going to gut the whole program.

Airport Project -

Updated rendering and very user friendly.

Tamara - Concerned about not all products are Indiana Grown and how we articulate that.

Bruce - Does that suggest everything is Indiana Grown? No because it's featuring Indiana Grown.

Tamara - A disclaimer would help.

Roy - Will there be an app that you can order your food in advance.

Airport Project -

Future Project - Commerce Site

Q:

Roy - Will there be a notice that they are leaving the Indiana Grown website?

Answer - Yes.

Thom - Have you spoken to Kansas?

Heather - Yes, Kansas, Kentucky, Georgia

Indiana Grown for Schools Rollout

- It went live 2 weeks ago.

- Event to rollout on 10/31 at Franklin High School from 9am-10am
 - Dr. Christine Box

Future

- Sponsorships and Donations

Tab for donation or sponsorship request. More streamlined and timestamps

- State Fair Wine Gardens
 - Moving forward making it more beneficial for Indiana Grown
- Mallow Run - Carmel Symphony
- Any Future Requests
 - Indiana Grown at Indians game
- Hospital and Corporate Dining and higher education how could we incentivize to buy local.
 - Be included in Strategic Plan

- Communicate with other counterparts in states.

- Tamara - Data communication and partnering with institution.

- Code of Conduct
 - Terms of Service easy to understand for members.
- Roy - Is there wording for any situations (something like Bloomington Farmers Market)
- Jordan - Existing members
 - Heather - going to send out a mass code of contract.
- Contract Extension for marketing

Additional Comments and Questions?

Roy - More touch screens for legislative day and Airport?

Dana- yes.

Heather - Yes in airport as well.