

Naturally Meramec Consortium

Regional Meeting

November 7, 2019

Meramec Regional Planning Commission, 4 Industrial Drive, St. James, MO

6:00 p.m.

Meeting Minutes

**Call to Order:** Deb Kleinheider called the meeting to order at 6:00 p.m.

**Approval of Minutes from the September 26, 2019 meeting:** Deb Kleinheider presented the minutes for approval. Chuck Ray made a motion, seconded by Jordan Ray, that the minutes be approved as presented. Motion passed.

**Staff Report:** Meramec Regional Planning Commission staff provided an update to Naturally Meramec Consortium attendees on the upcoming events for Naturally Meramec. Mark Perkins will be speaking at the Steelville Area Chamber of Commerce on Tuesday, November 19, 2019 at 12:00 p.m. in Steelville about the Naturally Meramec Consortium as well as a possible “Taste of County” event in Crawford County. Mark Perkins reported that the Naturally Meramec Consortium has grown to 77 members.

**Special Presentations on Distribution of Products:** CDR Naturals Health Food Store provided a presentation on their distribution of products. Jordan Ray of CDR Naturals Health Food Store discussed that CDR Naturals Health Food Store has a retail store front where they sell a lot of their products. They also spend time delivering their products within a 50 mile radius. They are looking at hiring an additional employee to grow their delivery distribution of their products.

St. James Winery provided a power point presentation on their distribution of products. Tricia LaRue and Dan Wynn of St. James Winery discussed the two major forms of distribution in St. James Winery: Direct to Consumer and Wholesale. Currently, the company distributes their product to 31 states and they wholesale their product to 19 states. The three ways that St. James Winery capitalizes on Direct to Consumer distribution is Tasting Room Events, eCommerce Wine Club, and B2B. The three ways that the company capitalizes on Wholesale distribution is distributors, retailers, and consumers. St. James Winery discussed challenges in distribution in both Direct to Consumer and Wholesale. Finally, the company discussed how they effectively pitch their product.

**Presentation Topic Ideas for Naturally Meramec Consortium Regional Meetings:** Mark Perkins asked the Naturally Meramec Consortium attendees for any presentation topic ideas for workshops put on by the University of Missouri Extension. Mark Perkins also asked the Naturally Meramec Consortium attendees for any presentation topic ideas for Caledon Virtual when they attend a monthly meeting.

**Announcements:** The Naturally Meramec Consortium attendees were able to make any announcements about their business and discuss any upcoming events.

**Next Meeting:** The next Naturally Meramec Consortium Regional Meeting is scheduled for Thursday, December 5, 2019 at 6:00 p.m.

**Networking:** After the meeting, Naturally Meramec Consortium attendees were able to network with other attendees.

**Adjournment:** Jordan Ray made a motion to adjourn, seconded by Greg Harris. Motion passed.