

**Wytheville Farmers Market  
Board Meeting  
December 15, 2015**

**Attendees:** S. Hermansen, Chair, T. Wynn, Vice-Chair, J. Buck, Treasurer, D. Huete-Brunson, Secretary, J. Otey, Market Manager, G. Krause, A. Neal, J. Shrestha, E. Davis, J. Henderson, J. Stephens.

The meeting was called to order at 6:30 pm.

**Meeting Minutes:** The November 7, 2015 meeting minutes were presented for approval. The motion for approval was moved, seconded, and unanimously approved.

**Treasurer's Report:** J. Otey presented the Treasurer's Report. Current account balances: RC&D account, \$1,792.36. WFM account, \$6,345.58. Notice was given that the current account signees need to be amended. S. Hermansen and J. Buck will be added, prior signees will be removed. At this time, the 2016 RC&D council member signee has yet to be determined. It was determined that going forward, a more detailed monthly Treasurer's Report will be required. The motion for approval of the Treasurer's Report was moved, seconded and unanimously approved.

**Market Manager Report:** J. Otey presented the Market Manager Report. WFM earned \$8,063.38 at the December 12, 2015 Christmas Market. The WFM, as a whole, earned \$112,660.38 in 2015. This is approximately \$4,000 over 2014. The average number of weekly customers was 466. The total number of 2015 customers was 13,040. The WFM earned an average of \$4,009.85 per week. The online market sales are averaging \$75 - \$250 per week. It was noted that the address for the online market pickup site needs to be changed to the new market address. The motion for the approval of the Market Manager Report was moved, seconded and unanimously approved.

**Committee Reports:**

**Events Committee:**

A. Neal – Chair  
E. Davis  
J. Stevens  
S. Richert

Goals: A. Neal outlined several goals that the Events Committee will focus on in 2016, including a Cooking with Kids series, Celebration of Bees and a continued focus of utilizing partnerships with other organizations and local businesses (Wythe County Extension, Master Gardener's, etc.). J. Otey requested a cost breakdown by the 2<sup>nd</sup> week of January so that she may include them in a possible USDA grant. S. Hermansen requested a tentative schedule by the January BOD meeting.

**Finance Committee:**

J. Buck – Chair  
S. Hermansen  
S. Richert

Goals: The Finance Committee will focus on generating more detailed financial reports on a monthly basis. They will also consider ideas in which to spend any WFM account funds.

**Grant Writing Committee:**

J. Shrestha – Chair  
A. Neal  
J. Otey

Goals: The Grant Writing Committee will focus on diversifying grant funding.

**Promotions Committee:** A. Cassell – Chair  
A. Neal  
J. Otey  
S. Hermansen

Goals: The Promotions Committee will continue to grow and educate the market. They will determine and make use of additional signage to promote the new Market site.

**Secretary/Letter Writing Committee:** D. Huete-Brunson – Chair  
S. Richert

Goals: The Secretary/Letter Writing Committee will continue to send letters of acknowledgement to those donating time, items or services to the WFM. It was noted that there are currently three letters that should be written: Brad and Phil Snapp, Wayne Dunford and Tom Walker.

**Site and Grounds Committee:** G. Krause – Chair  
T. Wynn  
M. Martin  
L. Barley

Goals: The Site and Grounds Committee will meet and determine the 2016 goals.

**Sponsorship Committee:** E. Davis – Chair  
L. Barley  
J. Stevens  
A. Neal  
J. Shrestha

Goals: The Sponsorship Committee will continue to focus on new sponsors. They will also consider a small fundraiser and a well-being promotion.

A motion for approval of the Market Committees was moved, seconded and unanimously approved.

#### **Old Business:**

**2015 Christmas Market:** J. Otey reported that someone was injured at the market (tripped on the ramp). She immediately spoke with the town representative and remedial steps will be taken before the market opens in May. This includes painting the curbs and putting up rails along the ramp. She also noted that the Market had very good reviews on the Market as a whole. There were 34 vendors.

**New site update:** J. Otey outlined updates to the new site. She is coming up with ideas to fix the acoustics. Considering a possible PA system. Proper traffic flow will need to be stressed to all vendors (enter through the front and exit through the back). She is going to confirm with Word Sprint that we have approval to use their parking. The Tobacco Commission has offered \$85,000 to build one shelter, which is approximately ½ of what was requested. She has received quotes to fix the Spring Street windows. The Town of Wytheville will be repairing the parking lot. The Town has also purchased Flood Insurance for the Market as it is located in a flood plain.

**Vendor Liaison:** Discussion regarding the need for a Vendor Liaison to the BOD. This person will report to the BOD on an as-needed basis. It was determined that J. Henderson would serve as Liaison. The WFM by-laws will be amended to this effect. The motion was moved, seconded and unanimously approved.

**Raw dairy sales and promotion:** Discussion regarding the perceived sales and promotion of raw dairy products on the Market premises. Each BOD member was encouraged to do their own research. A legal opinion will also be sought. This issue was tabled until the January BOD meeting.

**New Business:**

**March Fundraiser:** A. Neal is working on details for a possible March fundraiser in connection with the Heritage Museum. The proposal includes having an Appalachian Storyteller at the Heritage Museum and charging admission. The \$500 cost would be split with the Museum. She will have a follow-up report at the January BOD meeting.

**Venco ATM Machine:** J. Otey has a proposal from Venco to install an ATM machine at the Market site. This would be a significant cost savings to the Market. She will research other options and discuss the possibility with the City. This issue was tabled until the January BOD meeting.

**Wythe-Bland Foundation Grant Report:** J. Otey will meet with J. Shrestha to review report process. A new grant application is due by 2/1/16. In addition to the typical items requested on the grant, J. Otey will request a computer and printer for the office at the new Market site.

**2016 Market Schedule and Christmas Market Plan:** Discussion included the possibility of changing the season dates (opening the season earlier or closing later), adding a day or weekend to the Christmas Market, deciding on a Second Annual Bibs and Bowties dinner (it was recommended that the Ft. Chiswell Mansion be utilized as venue on the 3<sup>rd</sup> weekend in August).

**2016 BOD Meeting Schedule:** Discussion regarding the meeting dates. For January, February and March, the meetings will be held on the 2<sup>nd</sup> Tuesday of the month, at 6:00 pm. Location TBD.

**Market Space for Deployed Vendor:** Discussion regarding reserving a Market space for a current vendor about to be deployed. It was determined that the BOD was in favor of this action for R. Anderson. The motion was moved, seconded, and unanimously approved.

**Grandfathered Artisan Jury Items:** Discussion regarding grandfathering Artisan jury items year-over-year. It was determined that the BOD was in favor to this suggestion.

Meeting was adjourned at 9:04 pm