

Wytheville Farmers' Market Board Meeting

Tuesday, February 24, 2015

Present: Emily Davis, Steve Hermanson, Jim Henderson, Alethea Neal, Julia Stephens, Suzie Reichert, Rath Anderson, Jen Otey

Old Business:

Board meeting minutes of January meeting approved.

Online market: Jen reported that RC&D has not released any funds for payment to either Local Food Marketplace or her to enable her to proceed. This is delaying her getting trained so that she can train the vendors in March. Steve said that if there is no action by the following Friday, that Jen should call him; and he will look into it.

EBT and Credit Card Transactions: The board decided that Jen should look into the market purchasing it's own phone for this and other market business. She said her present phone costs approximately \$70/month, and expects the cost of a market phone would be approximately the same. She will report at the March board meeting so that the board can make a decision.

Fundraising for 2015

1. A farm to table brunch similar to the event in 2014 is scheduled for July 11th.
2. A farm to table dinner is scheduled for August 22nd. A committee was formed to work on location, etc. Volunteers were Aletha, Jen, Suzie, and Emily.

Artisan Jury: Jen reported that it is nearly full. A thank you gift will be presented to all members of the jury.

New Business:

Bank account report:

Wytheville Farmers' Market-\$1586

RC&D-\$3265

Vendor applications: Applications and fees were due March 1st . Table assignments will be presented for approval at the next board meeting.

Sponsorship opportunities: Jen suggested the market have window decals for individuals and businesses showing that they support the market. Emily will contact the printer about details. It was agreed that Emily would send out the guidelines for last year by email to the board for review. Suzie suggested that discussion be put on the agenda for the next meeting.

Mission statement, 5 and 10 yr plans, board member roles: Mission statement and plans discussion tabled. There was discussion of who should be the contact person from the board to outside entities such as the town. Suzie volunteered, and all agreed.

Design for new market site: Jen reported that the town wants a meeting to discuss ideas for changes and improvements to the site. Maps were presented and drawings made. Suzie took notes of the board's proposals. A meeting with the town was arranged for 4 PM, Thursday, March 5th at the new site.

Agenda for general membership meeting: Due to the length needed to discuss the new site, Rath suggested we make our suggestions by email and finalize the agenda at the next board meeting. All agreed.

Marketing class: Suzie mentioned that she is taking a marketing class and will be sharing what she learns with the board. Thank you Suzie!

Next meeting: March 12th , 6:30 PM, at WCC. Emily will notify when she confirms a room.

Adjourned