

## Wytheville Farmers' Market Board Meeting

Wednesday, January 7, 2015

**Attending:** Jen Otey, Suzie Richert, Steve Hermanson, Jim Henderson, Emily Davis, Alethea Neal, Rath Anderson via phone

### **Old Business:**

Online Market conference with Amy McCann of Local Foods Marketplace. Amy walked the board through the different services and applications they make available through their hosting interface to customers and providers. After the conference call Suzie made a motion to accept Local Foods Marketplace as our Online Market Software Host. Jim seconded and the motion was unanimously approved. Amy agreed to send a list of their present clients for further review. She also said there are training videos available for providers to learn about the process.

### Market sales

Jen reported that the Christmas market sales were \$8802, which was three times the amount of 2013.

Sales for the season, including the Christmas market were \$105,674, which was an increase of over \$30,000 from 2013.

### Wythe Bland Grant

Jen reported that the final report for the Wythe Bland Grant has been submitted. She attended the grant writing workshop on December 11, 2014. The foundation chair stated that they are looking to rotate grantees and this will impact the market in the future. Discussion followed including the need for help in looking for alternative funding sources. Alethea mentioned that it would be helpful to revisit our vision to better focus on funding sources. All agreed this was a good idea.

### AFMA

Jen created and paid for a one eighth page ad that was approved by the board at the December meeting.

### New Market Site

Suzie has been communicating with the Town of Wytheville concerning a Memorandum of Understanding between the Market Board and the Town Board of Supervisors. A list of considerations was submitted to the town and they sent a reply. The market board agreed upon a reply with certain changes and she agreed to email the response by email

on January 8. Included in the email was a provision that the market expected the new site renovations to be completed by the beginning of the market season of 2017.

**New Business:**

Account report for both bank accounts

Wytheville Farmer's Market-\$1586.00

RC&D-\$2902.92

Fundraising ideas for 2015

- Farm table to brunch in July at the market.
- Farm to table dinner. Jen has discussed this with the chef at the hospital. A successful dinner was sponsored by the Independence market in 2014.
- Shopping bags with market logo

Artisan jury

To be held at WCC on March 7<sup>th</sup> from 8am to 1pm. Future juries held at the market on the first Saturday of each month during the season.

General Membership meeting

To be held at WCC on March 17<sup>th</sup>.

Plastic at the market site to be removed

Steve volunteered to remove it as soon as weather permits. Jim offered to help. Steve mentioned that the wood and plastic used for the Christmas market were recycled materials.

Market activities for 2015

To be finalized. Agreed that an activity every week is not necessary and an extra burden for Jen.

Next board meeting

February 10<sup>th</sup> at WCC.

Meeting adjourned at 9:15 pm.

