

Wytheville Farmers Market Association Board of Directors

Regular Board Meeting

DATE	APRIL 15, 2014
TIME	6:30 PM
LOCATION	WYTHEVILLE COMMUNITY COLLEGE

PRESENT AT MEETING	Rath Anderson, Board Chair Julia Stephens, Board Member Suzie Richert, Secretary Emily Davis, Board Member Jim Henderson, Board Member Jen Otey, Market Manager
---------------------------	--

- Sponsorship Committee has received several responses for ads on the WFM t-shirts. Sponsorship Committee has not heard back from Direct Dodge or Joseph Hand (who both had indicated early interest in sponsoring the WFM this season).
- The cleanup day at the market was a big success – best attendance ever and a lot was accomplished to ready the site for the season.
- Jim proposed a new marketing idea of WFM hats, all agreed this would be a good idea but decided to table it for now to focus on the t-shirts and other sponsorship and fundraising activities. Board would like to revisit the idea later this season or for next season.
- Suzie provided an update on the WFM cookbooks as a fundraiser. She noted that she has researched online methods for entering in the recipes into software that will create the cookbooks for us, then we can have them printed by the same company. She found an excellent site that had very reasonable prices at www.cookbookfundraiser.com/. To have 100 books created and printed would cost approximately \$620 based on having 150 recipes in the book. The time it will take to upload and organize all of these recipes is overwhelming and Suzie requested help. The Board discussed the possibility of having a subcommittee assist with this task. However, at this time, the WFM does not have the \$620 to pay for the costs of having the books made. Therefore, Suzie motioned to table creating the cookbooks until later in the season when we have more help and a better handle on our financial outlook. Rath seconded and all Board members voted aye. There is some concern among the Board regarding vendor and customer response to not having the cookbooks ready for this season; Suzie will draft a flyer to the vendors and customers explaining the reason why they will not be ready and requesting assistance.
- Shentel contacted Jen about setting up a booth at the market. Jen responded by letting them know about WFM's sponsorship program and has not heard back from Shentel to date.
- Still no response from Tractor Supply regarding their donation of a cart to WFM.
- A member of the public has donated a compost bin to the WFM. The bin was filled with leaves on cleanup day to start the composting.
- Suzie has been working on getting sound system set up for playing recorded music at the market. Suzie motioned that the WFM purchase a small mp3 player (less than \$40 range); Rath seconded and all voted aye. Jim noted that the vendors in the back shed may not want music played through speakers back there and will check with the back shed vendors on opening day. Suzie will be responsible for getting a music system and speakers working at least in the front shed.
- Jen reported that less than half of the vendors showed up for the token training at cleanup day so she would like for all of the vendors that didn't make it to come a little early on opening day so she can review the new token system with them. Board supports this.
- Roxanne Winesett has agreed to cater our July plated meal fundraiser. The Board approves of using Roxanne with the idea that future fundraisers of this nature will be rotated around to different market vendors that are capable and interested in providing the catering. The question was raised if

<p>several local wineries had been invited to do tastings at the market that day in addition to West Wind. Jen noted that she will be contacting Davis Valley and Rural Retreat Winery to invite them to participate in the wine tasting event that day.</p>
<ul style="list-style-type: none"> • The cooking demo training held by cooperative extension went very well.
<ul style="list-style-type: none"> • Jen requested approval to purchase a faucet so that the WFM could have a sink on-site. Rath noted that he may already have one the market could have and he will look into it and report back to the Board.
<ul style="list-style-type: none"> • The WFM account at First Bank and Trust has a current balance of \$3,081.11. The RC&D account at First Bank and Trust has a current balance of \$2,435.99.
<ul style="list-style-type: none"> • Jen read letters to the WFM that were submitted by Mary Martin and Kim and Tom Wynn (Cobb Hill Alpacas). The letters requested that the WFM Board consider allowing cooperatively produced alpaca-wool based items to be sold by alpaca vendors at the WFM. The Board discussed the issue and decided that an exception to the fully handmade rule could be made for the fiber vendors provided that they raise their own animals for the fiber and are members of a cooperative where they send their fiber to be made into fiber products. Jim motioned to allow the sale of cooperatively produced alpaca wool items based on a 60% to 40% ratio of locally fully hand-made items from the vendor (60%) to cooperatively produced items (40%). The vendor must be a member of an alpaca wool coop. Suzie seconded and all voted aye with the stipulation that fiber vendors have signage indicating that some of their products are produced via a fiber cooperative. Jen will notify the fiber vendors of this change.
<ul style="list-style-type: none"> • Jen noted that she has received positive feedback from several vendors about the preseason meeting.
<ul style="list-style-type: none"> • Each Board member was mailed a copy of a letter written by Suzanne Capone (a full season vendor). Jen read a copy of the letter to the Board. The content of the letter noted that Suzanne made a motion during the preseason meeting that the Christmas Market should be held indoors instead of outside but that her motion was not officially recognized by the Board during the meeting and therefore was dropped from further consideration. The Board discussed how this happened and agreed that none of us recognized that when an official motion is made, that according to Roberts Rules of Order, that the leader of the meeting should request a second of the motion from the meeting attendees. The Board acknowledges that this was a mistake on our part. The Board agreed that Suzanne raises a valid question that should be discussed further during this season including getting input from the vendors and customers.
<ul style="list-style-type: none"> • Jen proposed that the WFM hold a mid-season meeting to discuss a variety of topics, one of which would be location and events for the Christmas Market. The Board agreed that a mid-season meeting is an excellent idea. The Board recommended that the meeting not be held after the market, that post-market attendance on a Saturday has been very low and we would likely get a better response holding the meeting on a week night. Jen said that she would ask the vendors when some good dates would be for the meeting.
<ul style="list-style-type: none"> • The Board owes \$130 to Wytheville-Wythe-Bland Chamber of Commerce for our yearly dues. Emily motioned to pay the dues from our RC&D account as part of the WFM's marketing funds. Rath seconded and all voted aye.
<ul style="list-style-type: none"> • Jen requested from the Board to purchase a pop-up tent from Lowe's out of the WFM First Bank and Trust Account. The Board approved this purchase. Suzie will contact Gary at the RC&D to see if the old large tent is still viable and what the size is to see if a new tarp can be ordered and the tent still used. If a new tarp is affordable, the Board would like to offer to purchase the tent from the RC&D so we own it and can use it indefinitely.
<ul style="list-style-type: none"> • Jen requested that we start recycling at the WFM by providing bins for the vendors and customers. The Board agreed this is a good idea and Rath motioned to create a subcommittee to handle the WFM recycling program. Jim seconded and all voted aye.
<ul style="list-style-type: none"> • Jen noted that she would like to be out of town on July 12. Suzie agreed to be the substitute manager at the market that day. Suzie is also subbing for Jen on May 17 (Jen's wedding day).
<ul style="list-style-type: none"> • Jen reported that she has set up the water and phone utility accounts but that she still needs to set up R&R septic to provide porta-potty at the WFM. Suzie recommended to just call R&R to discuss and

that R&R has a key to the RP Johnson gate.

- Jim motioned to accept the meeting minutes from the March meeting; Emily seconded and all voted aye.
- Next regular Board meeting will be held at WCC on May 21, 2014 at 6:30pm.