

Wytheville Farmers Market Association Board of Directors Regular Board Meeting

DATE	DECEMBER 10, 2014
TIME	6:30 PM
LOCATION	WYTHEVILLE COMMUNITY COLLEGE
PRESENT AT MEETING	Rath Anderson, Chair (via phone) Suzie Richert, Secretary Emily Davis, Board Member Jim Henderson, Board Member Steve Hermanson, Board Member Alethea Neal, Board Member Jen Otey, Market Manager

- Jen is working on the paperwork for a smartphone swiper device to conduct EBT and credit/debit transactions. As soon as we move to the smartphone/swiper set up we will cancel our phone line at RP Johnson site and no longer use point of sale machines.
- The Board discussed the fact that we should write thank-you notes to the Wythe-Bland Foundation and the New River Highlands RC&D regarding grant funding. Suzie will write and send the notes.
- Jen will track her time separately for the online market grant versus the "regular" market grant. They were two separate grants from Wythe-Bland so should be tracked as such.
- Suzie motioned that the WFM write a check to Jen Otey in the amount of \$600.00 from the WFM bank account (not the RC&D bank account) to supplement her salary received from the Wythe-Bland Foundation grant. Alethea seconded and all voted aye. Suzie and Rath are both listed on the bank account and will need to approve it with the bank – Suzie will take care of getting the check.
- The Christmas parade float volunteers will meet Wed. through Fri. nights at S&W shed.
- All proposed revisions to the by-laws as suggested by the by-laws committee were approved at the post-season meeting on Nov. 19 by a vote of the WFM Association members.
- The WFM account at First Bank and Trust has a current balance of \$2,186.00. The RC&D account at First Bank and Trust has a current balance of \$2,605.92.
- Jen is preparing the final report to the Wythe-Bland Foundation and will turn it in by the end of the year. She is waiting on accounting information from Joanna (RC&D Administrator) and Gary Boring.
- Board officer positions were discussed as follows: Emily Davis as Chair, Steve Hermanson as Vice Chair, and Jim Henderson and Secretary. Suzie motioned that the Board accept the new officers as proposed; Julia seconded and all voted aye.
- Jen asked the Board if the WFM should advertise in AFMA's annual local food guide. The Board reviewed prices and agreed that while it may not be the most effective advertising, that financially supporting this local food guide and AFMA is important. Therefore, Steve motioned that WFM purchase a 1/8 page ad in this guide. Jim seconded and all voted aye.
- Jen reported on her research regarding the online market. She has reviewed several software platforms that can host an online market. The one she feels is the best value for the WFM is called Local Food Marketplace. This software has a one-time \$500 startup fee then a monthly fee of \$79. It comes with unlimited technical support and the company has already been in touch on the phone with her to discuss the program. The Board discussed that all current full-season vendors would automatically be able to use the program for free but there would need to be a fee associated with single-day vendors to participate (\$40 annual fee was discussed); the Board will decide at a later time after we make a final decision on which software to use.
- The town is drafting a MOU regarding the new WFM site and will send it to the Board for review.
- The next regular Board meeting will be held on January 7 at 6:30 PM at Jen's house.