

Wytheville Farmers Market Association Board of Directors

Regular Board Meeting

DATE	FEBRUARY 18, 2014
TIME	6:30 PM
LOCATION	WYTHEVILLE COMMUNITY COLLEGE

PRESENT AT MEETING	Julia Stephens, Board Member Suzie Richert, Secretary Emily Davis, Board Member Jim Henderson, Board Member Jen Otey, Market Manager
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- Jim motioned to accept the meeting minutes from the January meeting; Emily seconded and all voted aye.
- Negotiations between the County and a private property owner for a farmers market site are ongoing, we are not sure how long it will take.
- The sponsorships subcommittee met and drafted tiered sponsorship levels that was presented to the Board. Marcie Krause (subcommittee member) talked with Direct Dodge, State Farm and Re-Max. Suzie will talk with Tom Lovelace, who owns or manages an embroidery company in Wytheville, to see if his company would be interested in donating their time (or whatever ideas they had regarding donation) and the WFM would pay for all expenses to have t-shirts or maybe tote bags made. Suzie should call Marcie first to see who Marcie has spoken with and what the outcome was. Julia suggested that we provide each sponsor with a contract to sign.
- Jen and Suzie met with Gary Boring and Joanna Corvin (RC&D) to discuss status of WFM finances. We learned that there is money in the current grant to provide matching funds for SNAP/EBT customers. The WFM owed the RC&D \$1,577 for vendor fees that the WFM deposited into the WFM/RC&D First Bank and Trust Account during the 2013 season, but that should have been paid to the RC&D as in-kind contributions under the grant.
- The WFM's RC&D account at First Bank and Trust has a balance of \$1,339.46. The WFM First Bank and Trust account has a balance of \$2,132.54. Jen deposited \$2,000 from the Town into the WFM account. She needs to transfer the \$132.54 into the RC&D First Bank and Trust account now that we have other funds (the \$2,000) in the WFM account. Jen will deposit all vendor fees into the RC&D account to be used as in-kind matching funds under the grant. Sponsorship and fundraiser money will be deposited into the WFM account.
- Jen and Suzie noted that in the current Wythe-Bland Foundation grant, that the market manager's salary was reduced from the previous grant received by the Foundation.
- Jen reported that EBT transactions can be made with a cell phone "swiper" add-on and that the card-swiper is free. She thinks credit card transaction fees may be less for non-profits than for-profit companies and will report back when she finds out. Regarding cell phone for the market; there is an option to upgrade Jen's existing personal cell phone for \$25/month to accommodate the use of the EBT and credit/debit transactions during the market season, but this fee would need to be paid year-round. Another option is to use a track phone at a cost of \$53 on a month-to-month plan for 6 months during the market season; however, we would need to purchase the track phone and the cheapest she can currently find is approximately \$300. Suzie motioned to approve Jen to add additional minutes and capabilities to Jen's existing personal cell phone at a fee of \$25/month for 12 months of the year – Jim seconded and all voted aye. Jen will set her phone up in April with the new plan.
- Jen reported that wooden tokens are going to be cheaper than metal or plastic. Meredith Ledlie recommended that we start with at least 500 tokens. At Wooden Nickel (a company), 750 tokens can be purchased for \$110. Jen also noted that she spoke with Andy Kegley at HOPE and HOPE will provide \$500 in funds for WFM to either use to purchase EBT tokens and/or matching funds for EBT

<p>double-up promotions. Emily motioned that the Board authorize Jen to purchase 750 EBT tokens and 1,000 debit/credit tokens – Jim seconded and all voted aye.</p>
<ul style="list-style-type: none"> • Meredith Ledlie has offered to do a training at the WFM to show vendors how to use the token system. Board discussed holding this token training during the pre-season market clean-up day and/or at the March pre-season meeting.
<ul style="list-style-type: none"> • Jen will provide reimbursement checks (related to use of token system) to the vendors the week after the transactions occur during the market season. She will hand them out in person and only mail them if absolutely necessary (for example, if there is a single-day vendor that will not be vending at the market for another month).
<ul style="list-style-type: none"> • Suzie motioned to have Jen buy a small banner for the WFM that advertises that we accept EBT/SNAP. The banner would hang on the fence at the WFM. Jim seconded, all voted aye. Board noted that this money should come out of the WFM First Bank and Trust account, not the RC&D account.
<ul style="list-style-type: none"> • Discussion about parking at WFM was held; Board agreed that the parking status for new vendors and any events/sponsors that will be setting up individual tents on the interior of the site. Board agreed that the WFM's events tent should be moved back near the concrete stage area towards the back shed.
<ul style="list-style-type: none"> • Jen estimates that she will need to spend \$30 for printing of all the vendor packets and for stamps to email the packets. She will bring receipts to the next Board meeting for the Board to review for reimbursement.
<ul style="list-style-type: none"> • The Artisan Jury is being held on March 8th at WCC from 8:30-12:00. Jurors will include: Hunter Wilson, Aurora Lucas, Abbey Wilner, Hunter Stuart, and Jen is working to find a 5th juror.
<ul style="list-style-type: none"> • Jim brought up that some of the existing WFM by-laws may need revision, particularly Article V Section 3, which is restrictive to the WFM Association membership as written. Board reviewed this section and feels that part (b) could be deleted. The Board needs to put this to a vote of the general membership during the March pre-season meeting.
<ul style="list-style-type: none"> • Jen has renovated the WFM website and is adding a blog page. She suggested that each board member contribute to the blog during the upcoming market season and will ask vendors to also contribute. Suzie offered to contribute to the blog in April to report on the Appalachian Farmers Market Association Winter Conference that will be held on March 22 in Bristol. Jen and Suzie are attending this conference on behalf of the WFM. Board agreed that the blog and having a variety of contributors is a good idea.
<ul style="list-style-type: none"> • Jen has been talking with Michelle Pridgeon, the Independence Farmers Market manager, about the Independence Market's success with a mid-week and winter on-line market. This is something that she will look into further but would like the Board to start thinking about as a future goal. Suzie supports the idea and the other Board members agreed that it could have excellent potential and we will continue to discuss it and research the possibilities.
<ul style="list-style-type: none"> • All Board members should come to the next Board meeting with ideas for what should be on the March pre-season meeting agenda.
<ul style="list-style-type: none"> • Next regular Board meeting will be held at WCC on March 18, 2014 at 6:30pm.