

# Wytheville Farmers Market Association Board of Directors

## Regular Board Meeting

<b>DATE</b>	JANUARY 15, 2014
<b>TIME</b>	6:30 PM
<b>LOCATION</b>	WYTHEVILLE COMMUNITY COLLEGE

<b>PRESENT AT MEETING</b>	<p>Rath Anderson, Chair          Julia Stephens, Board Member          Suzie Richert, Secretary          Emily Davis, Board Member          Jim Henderson, Board Member          Jen Otey, Market Manager</p>
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- Meredith Ledlie Johnson (from Virginia Tech) and Kathy Koch (HOPE's Americorps VISTA) spoke to the Board. They reviewed difference between SNAP and EBT and how tokens can be used for the SNAP program instead of the paper system the WFM currently uses. A student at Virginia Tech, Sarah Mysiac (spelling?) did a study at the WFM (among other markets) in 2013 about why low-income persons tended to or not to use farmers markets. The results of the WFM study were that the low-income persons liked the market a lot but did not care for our paper system for handling SNAP customers.
- Regarding the use of tokens at the market – they typically come in \$1 value and a customer cannot receive change. Tokens typically cost 6 to 12 cents each when ordering. Hot foods, alcohol and honey are not allowed to be sold to SNAP customers. The debit/credit system could also be based on tokens. The WFM will consider requesting funding for a value matching program for SNAP customers – Jen will check with HOPE and may check with the Wythe-Bland Foundation to see if the WFM could apply for a matching program during the Foundations February grant cycle. Jen will also talk with HOPE about sponsoring the tokens and helping advertise that WFM accepts SNAP.
- Jen will print WFM cards that note that the WFM accepts SNAP to be handed out at various events including the March 7 AFMA Winter Conference in Bristol.
- Meredith Ledlie Johnson noted that she has volunteer resources that could assist our market with cooking demonstrations – Jen is going to coordinate with her about this.
- Kath Koch stated that HOPE is hosting a movie at George Wythe High School on Jan. 27 called “A Place at the Table” that is about low-income families and food. Reservations requested.
- Kathy Koch noted that the community food kitchen, which HOPE oversees, may be able to take vendor’s leftover products at the end of each market. Jen will check with HOPE.
- Board discussed the situation that occurred last season where one vendor did not accept SNAP and made some political statements to the SNAP customer; as a solution to prevent this from occurring again, the Board is going to provide signs for each of the vendors that do accept SNAP to place at their table stating that they accept SNAP. Jen will design the sign and they will be offered to all vendors; it will be up to each vendor to place the sign at their table each week, but should facilitate SNAP customers knowing which vendors will accept SNAP to avoid awkward situations in the future.
- Board discussed whether we wanted to go with tokens this year and voted on the following:
  - Use of tokens for SNAP/EBT program
  - Use of tokens for spending of gift certificates
  - Use of tokens for credit/debit machine (and the stipulation that the EBT and credit/debit would have different looking tokens such as different color)
  - Suzie motioned to approve all of the above three points, Jim seconded and all voted aye. Therefore, the tokens will be used at the market starting in the 2014 season. Jen is going to research ordering and pricing options.
- Jim motioned to approve the minutes from the December Board meeting; Emily seconded and all

voted aye.
<ul style="list-style-type: none"> <li>• Jim typed up meeting minutes from the November post-season WFM Association meeting. Suzie motioned to approve the minutes, Emily seconded, all voted aye.</li> </ul>
<ul style="list-style-type: none"> <li>• The pre-season meeting is set for March 27, 6:30pm at WCC.</li> </ul>
<ul style="list-style-type: none"> <li>• Artisan jury will occur as first choice on March 8<sup>th</sup>, with backup date of March 15 depending on the availability of jurors. The same jurors that served last year will be invited to serve again; if the original jurors cannot attend either the 8<sup>th</sup> or 15<sup>th</sup> dates, a new juror will be found. Jen is going to contact the jurors. Jurors are not to be vendors. Every vendor, regardless of the amount of artisan items sold at their table (for example, if a produce vendor sells one artisan item), is required to be juried at the beginning of each WFM season.</li> </ul>
<ul style="list-style-type: none"> <li>• Mike Cassell provided an update on regarding the Downtown Revitalization non-profit, working with the Town on obtaining funding, and the market's search for a new location. <ul style="list-style-type: none"> <li>○ Mike noted that the Board needs to send a letter to the Town noting that Jen is authorized to handle money on behalf of the WFM and that the WFM would provide a list of expenditures of Town money at the Town's request – <b>Jim is going to draft this letter.</b></li> <li>○ The Town's fiscal year runs from July 1 – June 30 so they will likely be doing budget planning soon so Mike suggested that the WFM request funding from the Town in a letter sooner rather than later. <b>Suzie will type up this request.</b></li> <li>○ The Downtown Revitalization group is working on 501c3 status and when Mike asked if they would be willing to serve as the WFM's fiscal agent they said yes.</li> <li>○ Things are still moving forward with both the Town and County regarding the new location for the farmers market.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Board discussed the importance of having a meeting agenda published to both the Board and the WFM association members and vendors prior to each WFM Association meeting (which are currently the pre-season and post-season meetings). The Board agreed that we should meet in person to discuss the items on the agenda prior to the meeting – this could be done at the regular Board meeting that occurs before the association meeting.</li> </ul>
<ul style="list-style-type: none"> <li>• Board members have received complaints from vendors about changing the WFM hours from 9-1 to 9-12; the complaints have come from vendors that voted for the new hours but have given it further thought and have changed their mind that the 9-1 hours are best. The Board has decided that based on complaints, the number of vendors that did not attend the November post-season meeting when the vote occurred and the confusing and tense nature of the discussion of hours leading up to the vote, that a re-vote will be held at the 2014 pre-season meeting in March. Instead of opening the floor for a full discussion again, either Jen or a Board member will note why we are voting again, what we are voting for, and then will pass out paper ballots to each person attending the meeting. The ballots will be tallied by the Board Secretary (Suzie) before the meeting is over and the result announced.</li> </ul>
<ul style="list-style-type: none"> <li>• Julie had an idea to help vendors load/unload would be to use Lowe's-style carts; the Board discussed purchasing a cart of this type to provide to vendors. The Board agreed this would be helpful and Jen will look into how much a cart like this would cost.</li> </ul>
<ul style="list-style-type: none"> <li>• Recipe Books: Julia provided her recipes to Jen and Emily is going to provide her recipes to Suzie. Jen and Suzie will be responsible for getting all recipes typed up and organized and for creating the recipe book with the goal of having the books available when the market opens in May.</li> </ul>
<ul style="list-style-type: none"> <li>• Board discussed our ideas for vendor responsibilities (see list at end of these minutes). The Board did not decide on which, if any, will be instated as a requirement or if they should be volunteer only, which is currently the situation. The Board would like to see more vendor participation and will continue to discuss. Board feels that providing positive incentives, such as a vendor appreciation day for vendors that contributed to the market, may be the best approach at this time.</li> </ul>
<ul style="list-style-type: none"> <li>• Jen reported that a mobile device (cell phone) can be used for SNAP/EBT transactions. She talked directly to Federal staff overseeing the SNAP program. If a cell phone was used, it would be a phone in the name of the market manager and used only for market-related business; it may be a track phone. The Board agreed that this would be easier and could be a cheaper solution that using the</li> </ul>

<p>phone line and the swipe machine. Jen will continue to research options and costs and report back to the Board.</p>
<ul style="list-style-type: none"> <li>• Jen provided her expenses for the Board to review. Rath motioned to approve and Julia seconded, all voted aye. Jen will write herself a check for the approved amount from the Market account and will keep a copy of the receipt in her records.</li> </ul>
<ul style="list-style-type: none"> <li>• Sponsorships: Tommy Hunley wants to contribute again this year to a sponsorship but would like to reduce the dollar amount to \$500 and the number of times he is at the market to 1 day a month. Rath, as chair of the Sponsorship Committee, will call Tommy to discuss further.</li> </ul>
<ul style="list-style-type: none"> <li>• Jen reported that Direct Dodge has approached her and is interested in being a sponsor for this season. This prompted a discussion of if there should be limits on who can be a sponsor. Rath motioned to limit sponsorships to agriculture and health/nutrition-related entities. Jim seconded and all voted aye. The Board noted that because Direct Dodge sells farm trucks, that the Sponsorship Committee may consider them agriculture-related. The Sponsorship Committee consists of Rath, Emily, Marcie Krause and Adam Musik – Rath and Emily agreed that they need to call a committee meeting soon to discuss these items along with the tiered sponsorship program.</li> </ul>
<ul style="list-style-type: none"> <li>• Jen will be meeting with Ellen Reynolds to discuss the market's involvement with Ellen's grant for the school garden initiative.</li> </ul>
<ul style="list-style-type: none"> <li>• The Board was tasked to present candidates for an advisor to the Board that will provide a community/customer perspective during Board meetings but would not be a voting member of the Board. Several candidates were discussed. Suzie motioned to appoint Rein Walker as the advisor starting in May for a 6-month period. Rath seconded and all voted aye. The Board agreed that an advisor should serve a 6-month term and should be someone that has previously attended the market. The Board decided that before officially having the advisor start attending Board meetings, the idea of having a community/customer advisor attend meetings should be brought before the WFM Association during the pre-season meeting in March and voted upon by the association.</li> </ul>
<ul style="list-style-type: none"> <li>• Jen reported that the RC&amp;D bank account has \$2,916.78 and the Market account has \$171.94.</li> </ul>
<ul style="list-style-type: none"> <li>• The RC&amp;D contacted Jen to notify her that the WFM owes the RC&amp;D \$1,945. Jen then called a meeting with Melanie Hanshew (the previous market manager), Suzie and Rath to discuss what the \$1,945 was for and the status of the RC&amp;D bank account; the meeting resolved some of what the money was for (outstanding bills that RC&amp;D paid during the off season November – May because accounts such as the phone and water were not shut off in a timely way at the end of the 2012 season) but it was still not fully clear. Therefore, Jen and Suzie are going to meet with the RC&amp;D directly to discuss on January 22 and will report back to the Board.</li> </ul>
<ul style="list-style-type: none"> <li>• Rath motioned to create the position of Treasurer on the Board and that the position should be held by the Secretary, which is Suzie currently. Jim seconded and all voted aye. The duties of the Treasurer will be to review the managers' monthly accounting files on a monthly basis and help resolve issues if they arise.</li> </ul>
<ul style="list-style-type: none"> <li>• Julia reported that the Southwest Agriculture Association is open to accept grants from the WFM. The Board is to brainstorm ideas for a grant and send them to Jen.</li> </ul>
<ul style="list-style-type: none"> <li>• Next regular Board meeting will be held at WCC on February 18, 2014 at 6:30pm. The March Board meeting will be held on March 18, 2014 at 6:30 pm at WCC.</li> </ul>

Ideas for vendor responsibilities (this list is not comprehensive of all the ideas of Board members, nor will the items below definitely be implemented – the list is just a compilation of ideas brainstormed by the Board):

- Hand out flyers to customers
- Hand out vendor slips
- Collect trash and take it to dump
- Help set up and/or take down an event
- Help organize an event, and in particular the Christmas Market
- Help load/unload another vendor
- Help manager set up/take down regular market items
- Attend a farmers-market workshop
- Help decorate or donate materials to parade floats
- Participate in a parade

- Water plants at the market
- Come to pre- and post-season WFM Association meetings
- Help recruit new vendor or customers
- Donate to gift baskets
- Donate materials to the market
- Step in for the market manager on a day the manager is away
- Serve on a WFM Association committee
- Attend a site clean-up day