

Wytheville Farmers Market Association Board of Directors

Regular Board Meeting

DATE	JULY 9, 2014
TIME	6:30 PM
LOCATION	WYTHEVILLE FARMERS MARKET

PRESENT AT MEETING	Rath Anderson, Board Chair Suzie Richert, Secretary Emily Davis, Board Member Jen Otey, Market Manager Rein Walker, Public Advisor
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- We have covered our costs with the fundraiser T-shirts and any sold from here forward will be profit. We need to find ways to market the shirts. An idea is to raffle 3 T-Shirts with purchase of ticket to July 26 fundraiser. Will also give 2 sets of tokens with \$15 value each. Board approved of the t-shirt and token raffle giveaway ideas. Rein noted that Ollie's in Bluefield has cheap farmers market cookbooks that may be a good giveaway.
- Smart Beginnings program has donated \$1,000 to the WFM to go towards matching funds to SNAP/EBT customers and to marketing of the SNAP/EBT program. We should put a flyer up in the social security administration building advertising that WFM accepts SNAP/EBT. Jen will talk with Steve and Uva further about how they would like to see the money spent, especially for marketing.
- Jen and Suzie will attend the August Wytheville town council meeting to provide a report of how the WFM is doing to date (sales, attendance, events, etc.).
- Jen submitted the USDA Downtown Initiative grant to fund our online market. The draft grant was circulated to the board via email earlier in the week, with a couple of board members providing edits/input. The USDA acknowledged receipt of the grant.
- Jen is waiting on information from WCC on how to acquire the downtown recreation center (on 4th St.) for the Christmas market – whether there is any fee and if it is available on Dec. 13.
- Jen discussed teaming the WFM Christmas Market with the craft sale that Amy Wickham organizes each year at Christmas. The board discussed whether craft vendors from Amy's group should be juried and decided that while jurying would not be needed, that we would like for all vendors to be selling locally produced handmade items. Jen will talk with Amy more about details.
- The mid-season WFM vendor/association meeting is planned for Tuesday August 19 at 6:30PM at Wytheville Community College. Emily Davis will reserve a room at WCC. Suggested agenda items include: having a mid-season clean-up day, voting and discussion on Christmas market, reminder that board meeting minutes are posted online or available by request, update on applying for grant funding (USDA and Wythe-Bland), update on working with Downtown Revitalization group on a new location, and discussion about setting up at town-sponsored events outside of regular market hours (i.e., the July 4 Cruise-In which occurred on a Friday afternoon/evening).
- Rein suggested that we ask the library if they have tables and chairs available to use for the July 26 fundraiser brunch at the market. Jen will talk to Belinda from library. Board estimates approximately \$500 in costs to hold the fundraiser, with \$300 going for direct expenses and \$200 in labor for catering to Roxanne Winesett.
- The WFM account at First Bank and Trust has a current balance of \$2,457.30. The RC&D account at First Bank and Trust has a current balance of \$1,838.11 (\$550 will be deposited into RC&D account from Smart Beginnings check to reimburse for the same amount of tokens they purchased at last week's market).
- Next regular Board meeting will be held at the WFM on August 16, 2014 at 1:00 pm.