

Wytheville Farmers Market Association Board of Directors

Regular Board Meeting

DATE	JUNE 21, 2014
TIME	1:30 PM
LOCATION	WYTHEVILLE FARMERS MARKET

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
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- 20 fundraiser T-shirts have been sold so far. At \$20 each this is a total of \$400. We are getting close to the break-even point where sales above it will be profit instead of going towards the expense of creating the shirts.
- Jen has the SNAP/EBT voucher system working and we are not using the SNAP/EBT machine. This seems to be working fine this way and we have had a few SNAP customers each week.
- Board noted that we would like to see the SNAP/EBT cards that vendors place at their tables to signal to customers that they accept SNAP/EBT made larger, that they are too small to be easily seen at the current size. Jen noted that she will redo the cards to provide larger ones to all vendors.
- Food fundraiser at WFM on July 26 will be catered by Roxanne Winesett. Roxanne was present to discuss details and the following decisions were made between Roxanne and the board:
 - 100 plates will be made
 - Brunch will be from 9AM – 11AM
 - Menu will be: vegetable quiche and meat quiche, home fries, fresh fruit, and a mix of muffins and biscuits, tea and water
 - Market will provide tablecloths and table decorations
 - Roxanne will provide utensils, plates and napkins for customers
 - Roxanne will be reimbursed for all direct expenses (purchase of food, utensils, etc.).
 - Roxanne will be given a percentage of the sales (between 10-20 percent)
 - Jen and Roxanne will purchase as much produce, meat and eggs from WFM vendors as possible for the meal
- Board discussed that it would be good for a WFM representative to attend a town council meeting. Suzie volunteered to attend but noted she could not make the next council meeting on July 14 because she will be out of town. She plans to attend the August town council meeting and provide a report of how the WFM is doing to date (sales, attendance, events, etc.).
- Jen found a grant through USDA Downtown Initiative and suggested that we apply for grant money to fund our online market idea. Jen spoke with the director of the Downtown Revitalization Committee, John Wood, and John noted that he would support the WFM for this grant. Jen will also talk with the town (Steve Moore) to see if they can provide a letter of support. Jen thinks the requested amount will be in the \$6,000 - \$10,000 range to fund her time, vendor expenses, software, training, etc. The grant is due July 15. Suzie motioned that we approve Jen to submit the grant, Emily seconded and all voted aye. The board requested that we review the grant (which should be in the form of a letter) prior to approving it being submitted to USDA.
- Board discussed whether Christmas Market should be held inside (undetermined location) or outside at RP Johnson but came to the decision that this was best voted on by the WFM association during our mid-season vendor/association meeting.
- 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.

- Jen noted that she cannot find the receipt for the damaged pop-up tent. The tent was purchased last season by the previous market manager. The tent structure cannot be fixed. The board approved for Jen to purchase a new tent to replace the damaged one instead of trying to take the damaged tent back to Sam's Club in Bluefield without a receipt (the tent is clearly used). We would like to see the tent used for a customer seating area to provide shade in the summer as well as having a pop-up tent for activities (including events and musicians).
- The WFM account at First Bank and Trust has a current balance of \$2,568.48. The RC&D account at First Bank and Trust has a current balance of \$2,362.11.
- Next regular Board meeting will be held at WCC on July 9, 2014 at 6:30pm.