

# Wytheville Farmers Market Association Board of Directors

## Regular Board Meeting

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| <b>DATE</b>     | MARCH 18, 2014               |
| <b>TIME</b>     | 6:30 PM                      |
| <b>LOCATION</b> | WYTHEVILLE COMMUNITY COLLEGE |

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| <b>PRESENT AT MEETING</b> | Rath Anderson, Board Chair<br>Julia Stephens, Board Member<br>Suzie Richert, Secretary<br>Emily Davis, Board Member<br>Jim Henderson, Board Member<br>Jen Otey, Market Manager |
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- Jim motioned to accept the meeting minutes from the February 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 a contract between sponsors and the WFM. They will be doing some direct marketing to local businesses via mail then may follow up with phone calls. Looking into having t-shirts made and will sell ad spaces on them at varying levels/sizes. Would like to have the t-shirts made locally with organic cotton and made in USA, but any or all of these options might be cost prohibitive; research still being done for this. Marcie Krause has taken lead on t-shirts and has talked with Blue Ridge Marketing. Committee requested from the Board to decide how many sponsors can be at the market on any given day and does the Board want to have two of the same type of sponsors (for example, two insurance companies) at the market on the same day?
- Jen deposited a check from Tommy Hundley in the amount of \$1,000 for sponsoring the WFM 2014 season into the WFM's First Bank and Trust Account. Jen also deposited a \$400 check from HOPE into the same account; the \$400 is to be used to purchase EBT tokens for the WFM and for matching funds for SNAP/EBT customers. Sponsorship committee to send thank you note to Tommy Hundley and HOPE. Sponsorship committee hopes to hear back from Direct Dodge and Joseph Hand about their interest in sponsorship by end of March.
- The WFM's RC&D account at First Bank and Trust has a balance of \$2,578.48. The WFM First Bank and Trust account has a balance of \$3,183.50. Extra vendor fees the WFM receives above what is noted in the grant as in-kind funding will be put into the WFM account (not the RC&D account).
- Jen ordered a banner advertising the market accepts EBT for \$16. Size is 18 x 36 inches and she will hang it on the fence at the market.
- Jen talked to Tractor Supply about getting a cart for vendors to use at the market; looks like Tractor Supply may donate the cart.
- Suzie is working on getting a working sound system at the market. The WFM will likely need to purchase an mp3 player and a receiver but she will report back at next Board meeting what will be required.
- Jen purchased EBT and credit/debit tokens for a total of \$260.98.
- Jen reported that contrary to what she had been told previously, we are NOT allowed to run a swiping device with a cell phone for EBT transactions so we are back to the current system of maintaining a land-line phone connection and the standard EBT and credit/debit point-of-sale terminals.
- Meredith Ledlie will be speaking in person at the pre-season meeting to explain the token system.
- Jen raised the question if the WFM charges our vendors credit/debit transaction fees and if not, why not. The Board responded that we have not charged the vendors these transaction fees in the past

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| <p>because it would be a bit of a nightmare to track on an individual vendor basis; however we discussed that this could be one of the expenses that would be covered by increased vendor fees next season. We currently pay \$21 a month all 12 months just to have the equipment and ability to run credit/debit and while transaction fees are a small percentage of the transactions, the fees are becoming more of an expense to the WFM as the amount of transactions/use increases.</p>   |
| <ul style="list-style-type: none"> <li>• Artisan Jury approved 12 of 14 artisans to vend at the WFM for the 2014 season.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Jen reported that she spent \$26.06 on printing and mailing of vendor packets on her personal account. Suzie motioned to approve that WFM reimburse her for these costs. Emily seconded and all voted aye.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Cobb Hill Alpacas wanted to know if they can sell items produced with their wool but that they themselves did not produce (that is, the wool is sent off to a cooperative where the coop makes items using a wool blend and sends them back to Cobb Hill for sale). The Board discussed the question at length, noting that we are sensitive to maintaining artisanal products at the WFM that are produced by the artists and are afraid that letting products that have been made off-site by other entities does not meet the spirit of being hand-made by the artist. The question was put to vote and all Board members voted that the off-site products would not be allowed at this time. We did note that Cobb Hill (or any vendor) is welcome to put a sign up at their table and provide handouts to customers that advertise these products are available for sale from their farm, just not directly available at the WFM.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Suzie will take meeting minutes as the pre-season meeting and make sure they are posted to the website after being approved by the Board.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• The Board discussed parking in the RP Johnson fenced site for 2014 and decided that parking along the walls of RP Johnson will be replaced this season by spots for single-day vendors (that bring their own tents), sponsor tables/tents, and activities. Parking along the RP Johnson wall will not be available to vendors for the 2014 season due to these reasons. Additionally, vendors in the back shed stalls that face away from the street may not be able to park at their stall because the events tent will be set up in the area in front of the concrete "stage" – one vendor (Delena Scott) will either need to arrive by 8am if she wishes to park her car at the stall and not be allowed to leave until the activity tent is taken down, or not park there after 8pm when the activity tent is put up. Rath motioned to approve the parking changes, Suzie seconded and all voted aye.</li> </ul>                              |
| <ul style="list-style-type: none"> <li>• Jen provided her vendor stall assignments for review to the Board. The Board made a couple of suggestions to revise the assignments then Rath motioned to approve the amended stall assignments, Emily seconded and all voted aye. The approved stall assignments will be presented at the pre-season meeting and will be posted on the website.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Market cleaning and token training day is scheduled for April 12 at the WFM. Joell Eiffert will hold the "Enhancing Safety of Locally Grown Produce" training at the WFM site on May 10 after the market closes at 1:00pm.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Suzie will provide an example of rack cards to Jen and Jen will get rack cards made for 2014 season.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Jen will not be at the market on May 17 because she is getting married that day. Suzie has offered to be the market manager for May 17.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• The Board discussed whether we will pay musicians for playing at the market and agreed that we should pay them at the price of \$30 for a single person per market day, \$50 for two musicians for a single market day, and \$75 for a 3-piece ensemble per market day. We also noted that due to limited funding overall, we should cap the music budget at \$250 total for the season. Once this cap has been reached the WFM cannot pay musicians to play at the market during the 2014 season unless otherwise approved by the Board during a regular Board meeting. Suzie motioned to approve this payment scheme and budget cap; Emily seconded and all voted aye.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Suzie will ask the RC&amp;D staff what happened to the tarp for the old RC&amp;D tent and if it is still usable – Rath noted that it has a tear and may not be usable.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Meredith Ledlie will hold a cooking demonstration training through Cooperative Extension at the Wythe-Grayson Public Library in Wytheville on April 10 at 6:00pm. Cooperative Extension will be donating cooking equipment to the WFM for use at the WFM in cooking demonstrations.</li> </ul>  |

- Jen brought up the idea of holding a WFM fundraiser on July 26 that would entail having one of the WFM vendors provide a catered brunch plate that customers could purchase. Jen will talk to the vendors that cater to get pricing and availability. Suzie motioned to approve of the idea, Emily seconded, all voted aye.
- Jen brought up the possibility of holding a wine tasting by local vineyard West Wind at the market the same day as the brunch fundraiser on July 26. Jen noted that liability insurance is covered by West Wind and she will check with the RC&D for final approval. Emily motioned to approve wine tasting, Jim seconded, all voted aye.
- Next regular Board meeting will be held at WCC on February 15, 2014 at 6:30pm.