

Meeting Minutes

Wytheville Farmers' Market General Membership Meeting

March 27, 2014 at 6:30 PM, Wytheville Community College

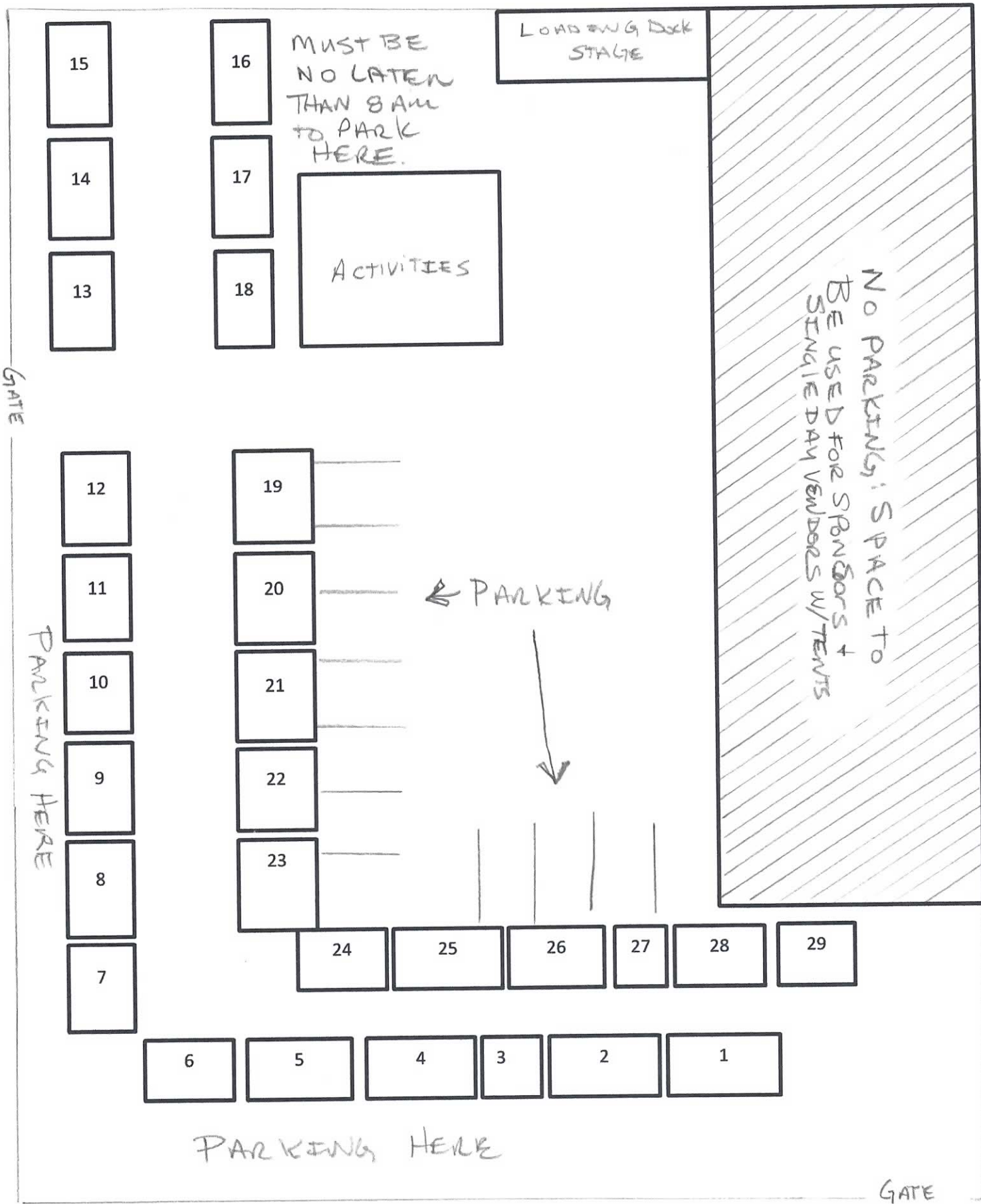
- Jen Otey, Market Manager, welcomed the members and introduced the Wytheville Farmers Market (WFM) Board of Directors:
 - Rath Anderson (chair)
 - Emily Davis (vice chair)
 - Suzie Richert (secretary)
 - Jim Henderson (at-large)
 - Julia Stephens (at-large)
- Jen noted that Rath Anderson, as the Board chair, would be leading the meeting
- There will be a new system in place this season for handling SNAP/EBT and credit/debit card transactions. It will use tokens and Jen introduced a guest speaker, Meredith Ledlie Johnson, MSW -Project Associate, Family Nutrition Program with Virginia Cooperative Extension, who explained how the token system works and why it is advantageous to the WFM
- There will be a market site cleanup day along with token system training starting at 9am, Saturday, April 12, 2014. There will be a potluck brunch so bring something to share.
- Joell Eiffert, Southwest Area Food Safety Extension Agent, Family and Consumer Sciences, Virginia Cooperative Extension, then spoke about food safety programs. She will be holding a training at the market on May 10 for “Enhancing the Safety of Locally Grown Produce” following the close of the market. The WFM has been selected by Cooperative Extension as part of a study on implementing food safety training. This is a unique opportunity for our market to provide input on the training process and methods. Training is free.
- Danny Neel, Virginia Department of Agriculture and Consumer Services (VDACS), Wytheville office, spoke about the Senior Farmers' Market Nutrition Program. Vendors should contact Mr. Neel at VDACS, 276-228-5501 or danny.neel@vdacs.virginia.gov if they would like to participate.
- Fred Bevins, VDACS Weights and Measures spoke about regulations, tips and where to get in touch with questions about weighing and measuring a variety of market products. Donna Harless is the WFM's local VDACS Weights and Measures contact (not Fred). He noted that it is generally ok to sell produce “by each piece” instead of by weight. Scales can be checked locally for compliance. If you weigh products at home, you are not required to use a VDACS-inspected and approved scale.

- Because there have been multiple complaints about the November 2013 vote to change the hours of the WFM (which resulted in the new hours being from 9am-12pm), the Board decided to discuss the hours with the membership and hold a new vote to determine what the membership wanted the hours to be. Jim Henderson made a formal motion to re-vote on the issue and Emily David seconded. Each full season vendor received one vote (i.e., if a husband and wife teamed up as vendors at one table, that would count as a single vote).
 - A total of 23 votes were tallied and the results were 22 voting in favor of WFM's hours being from 9am – 1pm, and one vote in favor of having the hours from 9am-12pm.
 - Therefore, the hours of the WFM will remain, as they have been in previous seasons, from 9am-1pm.
- The stall layout of vendor locations at the market has been decided and a sheet was passed out to the membership showing stall assignments.
- Jen Otey noted that she is researching the potential for WFM having an online market that would run through the winter season after the market closes for the year (Nov – April) and could occur as a mid-week market during the May-Oct market season. This topic will be discussed further with the vendors and during subsequent membership meetings.
- Mike Cassell is serving as the liaison between the WFM Board and Wythe County to work on a new farmers' market site. There has been some progress made but still no decisions made about a specific new location. The Board and Mike Cassell are continually working with the County and Town of Wytheville on the matter.
- Vendor fees will go up for the 2015 season. There are several expenses the WFM incurs throughout the year and our grant funding from the Wythe-Bland Foundation has been reduced each year. One of the costs is paying for use of the credit card machine, which we have to pay for year round although it is only in use for 6 months. Additionally, WFM pays for all credit/debit transaction fees, which have grown in cost because more people are using credit/debit at the market. This is a service the WFM provides to vendors. Based on expenses and income from the 2014 season, the Board will determine what 2015 rates will be, but it is likely to be 10% to 20% added to current rates.
- Meeting minutes from all WFM Board meetings (the Board meets once a month) and WFM financial reports available on the WFM website: www.wythevillefarmersmarket.com
- The WFM website has been recently updated by Jen Otey. There is a new section for a blog and vendors are encouraged to submit blog articles/entries to the Board for review to be posted on the website.

- The WFM Facebook page has become very popular and currently has approximately 2,200 “friends.” Jen Otey posts to the WFM Facebook page regularly.
- The WFM has been receiving sponsorship money starting in the 2013 season. Several local businesses and the Town of Wytheville have sponsored the market. In response to this new source of income, the Board created a Sponsorship Committee to handle creating a tiered sponsorship system (i.e., defining what the sponsorship levels would be and what a sponsor would receive in return from the WFM). Sponsorship Committee recommended to the Board that WFM sponsors be related to or in the field of agriculture and human wellness. The Committee is creating t-shirts as a WFM fundraiser and is selling ad space on the back of the shirts.
- The Board noted that we always need people to serve on committees and if any vendors or community members are interested in helping or serving on a committee to please get in touch with Jen Otey or a Board member.
- The Board has created a position for a member of the community that is not a vendor to attend Board meetings to provide a community perspective. The community person will not have a vote on Board matters and will service a 6 month advisory position.
- There was a suggestion made by the membership to have someone from the WFM coordinate with the Town of Wytheville Downtown Initiative executive director and to attend Downtown Initiative meetings so the WFM can be a part of the planning for downtown. The Board noted that Mike Cassell and Board members have attended some of these meetings and that we will continue to participate in the Downtown Revitalization Committee to maintain a presence for the WFM.
- Jen Otey provided an overview of the events that will be held at the market this summer. For a full list of events, she will be creating “rack cards” to hand out and the list will be posted to the WFM website.
- A reminder was provided regarding some of the rules and procedures for vending:
 - Full season vendors should provide a minimum of 24 hour notification on days they know they will not be attending the upcoming market
 - 3 strikes rule will be in effect again this year. See Jen Otey for a copy of the 3 strikes rule.
 - Vendors must arrive at their stall by 8:30 am or the market manager may assume they are not showing up unless they have contacted the manager to let them know they are running late.
 - No vehicles will be allowed in or out of the RP Johnson site (inside the fence) after 8:30 am.
 - See the vendor packets (available from Jen Otey or from the website) for list of rules and regulations.

- The WFM has purchased one cart for the vendors to use to haul their items in/out of the market before and after market. We are working on obtaining a second cart. This is particularly to assist vendors that are not able or choose not to park at their stall.
- Jen Otey will open the gates at RP Johnson at 7:30 am each market day.
- The Board presented a diagram of where vehicles will be allowed to park within RP Johnson (applies to full season and single day vendors, sponsors, event participants, etc.).
- Suzanne Capone, a full season vendor for 2014, made a motion to hold the Christmas Market at an indoor location. There was some discussion on the issue and the Board noted that this topic will be discussed more in the upcoming season.
- There will be a suggestion box at the market – suggestions can be provided to Jen Otey or to the Board and can be anonymous. Vendors can also provide feedback and suggestions on their daily reporting forms.

R.P. JOHNSON BLDG



R.P. JOHNSON BLDG.

PARKING HERE

GATE

MAIN ST.

GATE

STRA ST.

PARKING HERE

NO PARKING; SPACE TO BE USED FOR SPONSORS + SINGLE DAY VENDORS W/ TENTS

PARKING

MUST BE NO LATER THAN 8 AM TO PARK HERE.

LOADING DOCK STAGE

ACTIVITIES

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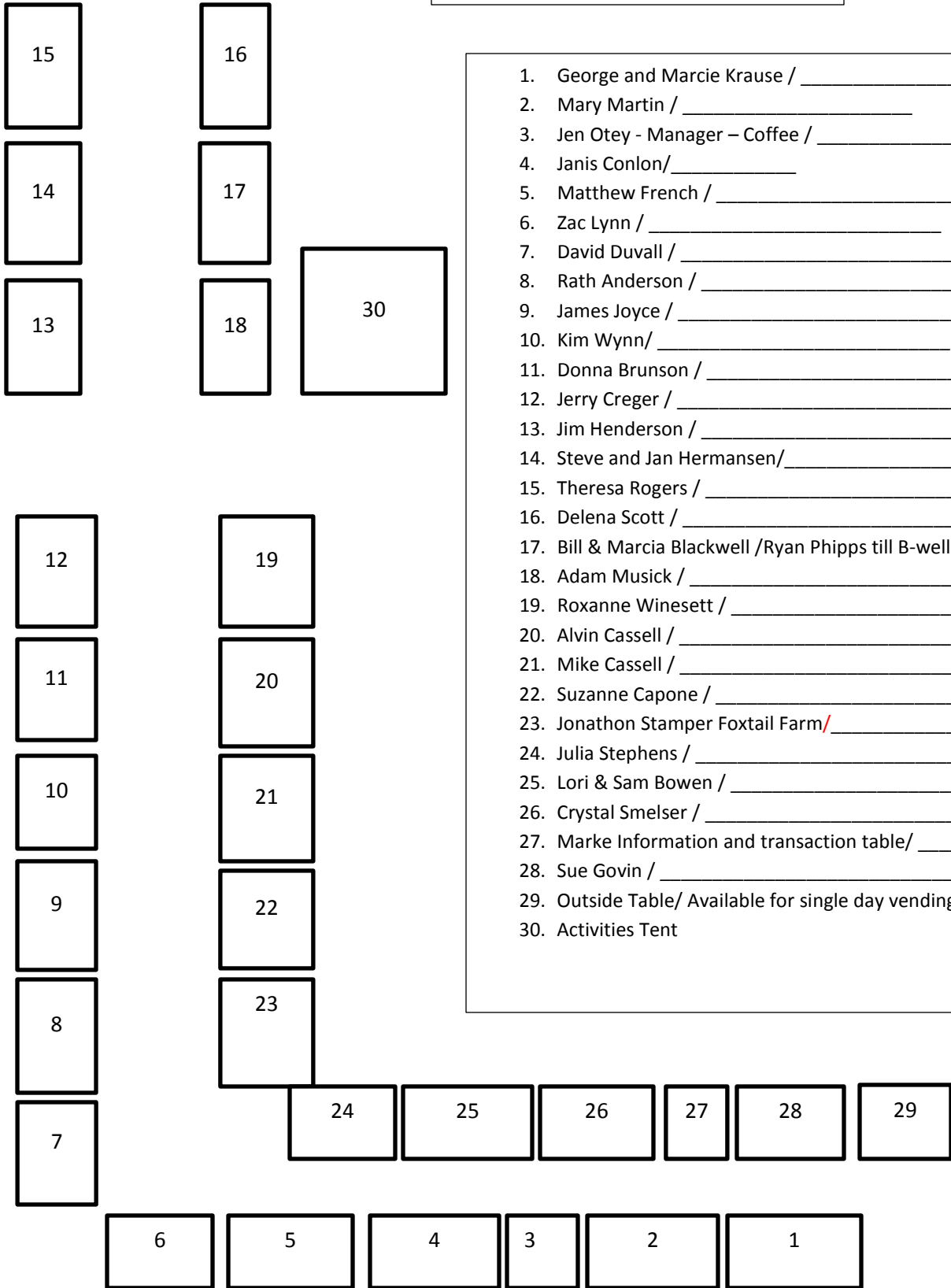
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2014 Full Season Vendor Placement



1. George and Marcie Krause / _____
2. Mary Martin / _____
3. Jen Otey - Manager – Coffee / _____
4. Janis Conlon/ _____
5. Matthew French / _____
6. Zac Lynn / _____
7. David Duvall / _____
8. Rath Anderson / _____
9. James Joyce / _____
10. Kim Wynn/ _____
11. Donna Brunson / _____
12. Jerry Creger / _____
13. Jim Henderson / _____
14. Steve and Jan Hermansen/ _____
15. Theresa Rogers / _____
16. Delena Scott / _____
17. Bill & Marcia Blackwell /Ryan Phipps till B-wells come
18. Adam Musick / _____
19. Roxanne Winesett / _____
20. Alvin Cassell / _____
21. Mike Cassell / _____
22. Suzanne Capone / _____
23. Jonathon Stamper Foxtail Farm/ _____
24. Julia Stephens / _____
25. Lori & Sam Bowen / _____
26. Crystal Smelser / _____
27. Marke Information and transaction table/ _____
28. Sue Govin / _____
29. Outside Table/ Available for single day vending
30. Activities Tent