

## Wytheville Farmers Market Association Board of Directors Regular Board Meeting

<b>DATE</b>	SEPTEMBER 17, 2014
<b>TIME</b>	6:30 PM
<b>LOCATION</b>	WYTHEVILLE COMMUNITY COLLEGE
<b>PRESENT AT MEETING</b>	Rath Anderson, Chair Suzie Richert, Secretary Emily Davis, Board Member Julia Stephens, Board Member Jen Otey, Market Manager Steve Hermanson, Vendor Mike Cassell, Vendor

- We have sold 28 fundraiser T-shirts for a total profit of over \$500 to date. We will run a sale on the shirts at the Christmas market at \$15 per shirt then reevaluate what we want to charge for the shirts in 2015 if they are still not selling better.
- WFM has not received the \$1,000 donation from Smart Beginnings to go towards matching funds to SNAP/EBT customers and to marketing of the SNAP/EBT program. Jen will try to contact Uva and Steve to see what's going on.
- Jen has not heard back about the USDA Downtown Initiative grant to fund our online market or the Wythe-Bland Foundation grant.
- Christmas market will be held at RP Johnson from 10am – 2pm. Steve Hermanson will take the lead on wrapping the sheds in plastic. Jen has lights we can use to decorate the sheds. Marci Krause suggested having a cookie decorating station and she will take the lead on making this happen – Suzie volunteered to help with the cookie station and will contact Marci about it.
- How should we advertise the Christmas market? Board felt we should spend money advertising on the radio – WYVE – only, and not in print.
- Board decided that there will be no limit set on the number of artisan/craft vendors at the Christmas market. Rath motioned that we not set a limit and Emily seconded, all voted aye.
- Board felt that the mid-season meeting went well overall and we would like to have mid-season general membership meetings every year.
- The WFM account at First Bank and Trust has a current balance of \$2,200.75. The RC&D account at First Bank and Trust has a current balance of \$2,157.50.
- The raffle ticket fundraiser for wood lamp made by Steve Hermanson will run through the end of the market (Oct 25) and we will do a drawing on the last day of the market.
- Steve noted that he is on the New River Highlands RC&D Council and keeps the council updated on happenings of the WFM. The Board thanked him for doing that and asked that he continue.
- There will be a downtown Cruise-In on September 20. We will extend the hours of the WFM on that day until 2pm.
- St. Paul United Methodist Church would like to donate tables and chairs to the WFM. Rath motioned that we accept the donation, Suzie seconded and all voted aye.
- Jen reported that more SNAP/EBT tokens than regular tokens had been turned in over the last couple of weeks.
- Jen said that Susan Tomeselli has a storage shed that she would sell to the WFM. Board decided to wait and see if we receive grant funding for a storage shed as we requested and if not to figure out where this money would come from before making a decision. The cost of the shed is in the \$1,000 range.
- Mike Cassell noted that he was continuing to talk to the County about obtaining a new site for the WFM but had nothing concrete to report, that he had been playing phone tag with Mr. Dalton.

- There was discussion about preparing a Memorandum of Understanding or Memorandum of Agreement with the County stating that we all understand the situation and plans for them to purchase and own a site for the WFM. It was decided that we would wait to do this until after Mike has a chance to talk with the County (Mr. Dalton) next to see if things are still moving forward.
- The next regular Board meeting will be held on October 15 at 6:30 PM at WCC.