

**Wytheville Farmers Market
Board Meeting
December 13, 2016**

Attendees: J. Buck chair, J. Shrestha vice-chair, S. Hermansen, Treasurer, Alvin Cassell, V. Stepp, G.Smith Manager

The meeting was called to order at 6:03pm, recess at 6:10pm , readjourned at 7:00pm

Agenda: The December meeting agenda was presented. The motion for approval by S. Hermansen, seconded by V. Stepp and unanimously approved.

Meeting Minutes: The October minutes were presented for approval. The motion for approval by S. Hermansen, V. Stepp seconded, and unanimously approved.

Treasurer's Report: S. Hermanson gave treasurer's report. RC&D account deposits totaling \$146.00, Checks for tokens totaling \$88.00, ending balance November 30, 2016 3,771.34. WFM, no activity on account. Account balance November 30, 2016, \$6,762.71. Motion for approval A. Cassell, seconded, V. Stepp, unanimously approved.

Market Manager Report: G. Smith provided statistics on the Christmas Markets. 11/26 Market had a total of 347 customers, 22 full season vendors, 4 single day vendors and sales totaling \$5,165.00. The 12/10 Market had a total of 365 customers, 21 full season vendors, 6 single day vendors and sales totaling \$6,089.45. WFM yearly comparison between 2014, 2015, 2016 showed a decrease in sales and customers for 2016. On-line market also showing a decline. This will be the last year the on line market will be free to vendors, 2017 season cost TBD. Motion for approval by S. Hermansen, seconded A. Cassell, unanimously approved.

Committee Reports: Committee reports tabled until January meeting

Events Committee: A. Neal – Chair

Finance Committee: S. Hermansen – Chair

Grant Writing Committee: J. Shrestha – Chair

Promotions Committee:

Secretary/Letter Writing Committee:

Site and Grounds Committee:

Sponsorship Committee:

Old Business:

Community Kitchen: J. Buck, S. Hermansen and G. Smith had a meeting with Wayne Sutherland, Town Manager, Steve Moore, Assistant Town Manager and Brian Freeman, Planning & Community Development Coordinator concerning the article in the 11/23 Enterprise. As explained to Mr. Sutherland, Mr. Moore and Mr. Freeman Andy Kegley attended the July 2016 WFM board meeting to propose partnering with WFM to relocate the Community Kitchen within the market building. This was discussion only, questions were raised however no decisions were made and no further meetings with Hope were scheduled at that time. Andy Kegley requested a second meeting with the board members and Market Manager on 11/16. Andy was unable to attend the meeting and the meeting was chaired by Lisa Alderman. Again much discussion, questions/concerns were raised about the kitchen as well as a pay as you can restaurant proposed for the market building. As we explained to the Town leadership no decision by the WFM board on a kitchen or pay as you can restaurant to be located in the market building was made and an email had been sent to our Membership explaining this. A third meeting was scheduled with Hope for 11/30 however the board chose to cancel. A motion was made by S. Hermansen to take the recommendation not to partner with Hope for the purpose of locating the Community Kitchen in the Market Building to the membership for a vote, V. Stepp seconded, unanimously approved.

RC&D: S. Hermansen stated that Holly Lesko will be rehired as part-time executive director of council for six months ending 6/30/17.

New Business:

J. Buck recommended we rent a PO Box to be used for all market correspondence. Cost is \$51.00 for six months. S. Hermansen made motion, seconded by A. Cassell, unanimously approved.

G. Smith presented 2017 advertising budget which included Wytheville Visitor Guide, Chamber of Commerce member directory and guide, local food guide ad and listing, radio spots, and newspaper. Due to questions/cost tabled discussion for further research from Greg.

G. Smith inquired about the questionnaire from the Town of Wytheville concerning Signage (email sent to board members on 12/5). The questionnaire was reviewed and input was given to Greg for return to the Town.

Signage for WFM Building: S. Hermansen will get three quotes for signage for the market building, email information to board members for discussion at January meeting.

Building Floor Plan: V. Stepp and G. Smith will work on redesign of floor plan, space size, electricity needs, pricing and provide update at January board meeting.

Time change for Market Hours: Discuss on changing Market Hours. Motion made by S. Hermansen, seconded, A. Cassell Greg to contact vendors via email and telephone regarding preference in time change and provide Board with results.

Next Meeting: January 9, 6:00pm
Meeting adjourned 9:20pm.