

Wytheville Farmers Market

Meeting Minutes

January 14, 2021

The regular meeting of the Wytheville Farmers Market was called to order at 6:31pm on December 10, 2020 at the Wytheville Farmers Market Building by Chair, DeeDee Thigpen.

Present:

Judy Buck: Treasurer, Alvin Cassell: Board Member, Emily Davis: Board Member, Jan Hermansen: Secretary, Rick Knack: Board Member, Amy Roberts: Vice Chair, DeeDee Thigpen: Chair.

All Board Members present.

Greg Smith: Market Manager. Joanne McNulty: Manager in Training

Guests: none

Approval of Agenda:

The agenda was unanimously approved as presented.

Approval of Minutes:

The minutes were unanimously approved as presented. Motion made by Rick Knack. Second by Emily Davis.

Treasurer's Report:

The treasurer's report for was unanimously approved as presented. Motion made by Emily Davis. Second by Rick Knack.

Market Managers Report:

Greg Smith reported the Dec 20th, 2020 Market, even though it was not a Christmas Market, did very well, with \$5673.00 in sales and 27 Vendors. Top sales categories were: Artisan, Honey and Baked Goods The January 9th, 2021 Market sales were \$1948.72 with 17 Vendors. This is a 15% increase over last year sales. Top sales categories were: Meat, Baked Goods, Honey.

Committee Reports:

None

Registered General Membership Speaker:

None

Old Business:

None

New Business:

Jan Hermansen: discussed an opportunity for a Book Nook as a possible continual fundraiser, with books donated by Randy and Lisa Shell. Books on a 'by donation' purchase, which donations would go directly to the WFM. We would have to supply shelving. Jan mentioned that she would be willing to take responsibility for the coffee, T- shirt and book sales if she could situate her vending space near the 'coffee, t-shirt, book corner'.

Joanne McNulty: Scales calibration with Danny Neel. Vendors would drop off scales, then pick up after calibration certification.

Possible fundraiser: popcorn sales when eating in building regulation is lifted. Per Va. regulations: still no eating inside of WFM building, nor open or cooking sampling of foods inside of WFM building.

Joanne stated that the WFM Online has 4 Vendors signed up and listing products. Goal is to be 'Open' for business by Feb 8th. A customer can place an order from the Monday to Thursday at 7pm, prior to an open Saturday WFM.

Joanne reported that approximately 10 Vendors are paid up for Full Season vending so far. Joanne went over the new WFM brochure and pertinent dates. Also spoke about the Pre Season Vendor Meeting at 6pm, on Feb 16th at the WFM building. Rules, regulations, packaging, labeling will be discussed.

Greg Smith: WFM should utilize the Scholarship Program through WB Foundation to recruit volunteers for tasks at the WFM. The Volunteer hours worked at the Market would go towards individual Student Scholarships through the WBF.

Greg Reported that WFM received \$12,000. grant from the Joint Industrial Development Authority [JIDA]. A stipulation is that the funds must stay within the community. The grant was based on loss of fundraiser ability, loss of revenue at the WFM from the pandemic. The money will be used for WFM general operating funds with no reporting necessary by the grant stipulations.

Greg reported that the National Association of Farmers Markets has a program called 'Shot in the Arm'. Whereas Farmers Market Vendors have early access to Covid 19 vaccine at No Charge. Interested vendors need to sign up by Jan. 19th.

Judy Buck: Reminded everyone that we need new Online Market Banners.

Next Meeting: February 11th at 6:30pm at the WFM building.

Adjournment:

The WFM Board meeting was adjourned at 7:20pm.

Minutes prepared and respectfully submitted by:

Jan Hermansen
Secretary

Approved by: WFM Board