

Wytheville Farmers Market Board Meeting

Meeting Minutes

January 9, 2018

Opening

The regular meeting of the Wytheville Farmers Market Board Meeting was called to order at 6:30 on January 9, 2018 in Farmers Market Building by Mike Cassell.

Present

Mike Cassell, Greg Smith, Judy Buck, Alvin Cassell, Shawn Boucher, Michell Bracken, Nick Anderson, Logan Morrison

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed.

Market Mangers report

-Review of total sales of individual products, Customer count, and tokens for the total year of 2017 with a comparison to 2016 to show that we have meet our goals to cover our grant requirements. This form was provided by Mr. Smith to all board members

-Mr. Smith reviled the results of a survey that was take during the charismas market by the customers of the market and by the venders. Results are displayed on page labeled WFM Customer Survey Results 37 Christmas Market 11/25/2017.

-There was also a unanimous vote to keep the vender fees the same for 2018 as was for 2017

-The Market Manger also submitted a schedule to the board for an event schedule for year of 2018 – there were changes made and the schedule was unanimously approved. Document is labeled 2018 WFM Schedule that was given to all present board members.

New Business

-A 2018 Budget was submitted by the market manger and was unanimously approved. The budget that was submitted is labeled “2018 Wytheville Farmers Market Advertising Budget Request” in which all present board member received a copy.

- New Ideas were discussed by the board in order to encourage more people to come on Saturday mornings – The main discussion was to attract more attention to the coffee corner by seating and a new WFM blend off Coffee that can be roasted locally by Dark Hallow Roast. – A second was to create an email letter that would be sent out weekly to remind customers and the events of the market for the up coming Saturday.

Both Ideas are being looked into before the next board meeting.

Agenda for Next Meeting

TBA

Adjournment

Meeting was adjourned at time by Mike Cassell. The next general meeting will be at 6:30 on February 6, 2018, in WFM Building.

Minutes submitted by: Logan Morrison

Approved by: Judy Buck