

**Wytheville Farmers Market General Membership Preseason Meeting  
March 14, 2017, 7:00 p.m., Wytheville Community College**

- Judy Buck, board chair, welcomed the members and introduced the Wytheville Farmers Market (WFM) Board of Directors:
  - Jane-Erie Shrestha (not present) vice chair
  - Steve Hermansen, treasurer
  - Alvin Cassell
  - Mike Cassell
  - Alethea Neal
  - Vernon Stepp (not present)
- J. Buck shared a new communication initiative between the board members and vendors. Please share concerns and suggestions with the market manager Greg Smith and any board member. We are here to work together.
- Donna Harkless with VDACS Weights and Measures gave a presentation on weights and measures, how to have proper packaging, and labeling. Handouts were made available. She provided information on how to have scales certified and inspected.
- Cleanup day and setup is set for April 29, 2017 from 10:00-2:00
- New market hours will be 8:00 am-12:00 pm. Setup can begin at 7:00 am. Vendors must arrive to be ready for setup by 7:30 am. M. Cassell will try to be at the market building by 6:30 am for those needing extra time.
- Committee sign-up sheets for events, grants and promotions were provided. Being on a committee is a great way to be a part of making the market thrive for everyone.
- Market manager G. Smith talked about 210 W. Spring (WFM building) progress and gave updates. He provided a drawing of the shed for the east side of the building. The Town of Wytheville will award the contract hopefully by the end of March. 6-7 vendors will be able to set up on the other side of the building. A new steel door for the back of the building has been installed, trim around side doors has been completed, restroom construction should start next week. Town was given written approval to move forward on bathroom work with town employees. Be prepared for there to be construction on them through some point in May.
- S. Hermansen gave a report on the outdoor signs for the market building. Signs by Skyway Outdoors will be visible from the Main Street side; the two building sides signs will be 4'x5'.
- G. Smith shared the new spaces for vendor setup. There are now 48 spaces indoors and 6-7 outdoors until the sheds are done. The redesign is to take advantage of better traffic flow. The idea is to have people walk through so they see more vendors. The middle aisle will be filled first.
- Entry to the market for vendor drop off is on the Spring St. side, exit will be out the back to the left.
- The Heritage Walk project the town has implemented once completed will direct traffic to the market.
- For outdoor vendors needing a tent there are two available on a first come first serve basis.

- Please be aware and advise customers there is an ATM onsite since we no longer run credit or debit card transactions. Red tokens come from special events at the market or redemption of a gift certificate.
- G. Smith shared how he would be promoting the market, advertising in the paper will run monthly, he will attend the Wythe-Bland Chamber of Commerce sponsored business expo, distribution of the market trifold will continue like last season. An ad has been put on Craigslist, the Trade Times. The Chamber of Commerce will add the farmers market to the email list helping promote events at the market.
- G. Smith provided an update of the online market. Two vendors have been participating. See Greg to sign up and use the online market. He will try to promote it more.
- G. Smith went over rules and regulations. A new form will be provided to fill out at the end of each market. The information will be used for the grant. He shared we need more sponsorship.
- A. Neal discussed the fundraiser for the market Bibs and Bowties. The event is extremely popular, raises a good amount of money for the market, and takes a large amount of time to plan and execute. More help from volunteers is needed. The event this year will focus on the artisan aspect of agriculture and will be held at Cobb Hill Alpacas.
- Vendors were given an opportunity to ask questions, provide comments and suggestions.
- How we accept SNAP and senior coupons was discussed. To be qualified to accept senior coupons or for questions contact Danny Neel, VDACS Wytheville office, 276-228-550.
- Trina Reynolds will contact those interested in participating in the farm tours.