

**Wytheville Farmers Market
Board Meeting
October 19, 2017, 6:30 PM**

Attendees: Judy Buck Chair, Steve Hermansen, Treasurer, Alvin Cassell, Mike Cassell Greg Smith, Market Manager.

Guest: Logan Morrison and Shawn Boucher

The meeting was called to order at 6:30 PM

Agenda: The October agenda was presented. Motion for approval by Steve, seconded by Mike, unanimously approved.

Meeting Minutes: September meeting minutes were presented. Motion to accept made by Mike, seconded by Alvin, unanimously approved.

Treasurer's Report: Steve Hermanson gave treasurer's report. Beginning balance 9/1/17 \$3,336.55, deposits for September \$8,882.92, expenses totaling \$1,653.65. Balance as of 9/30/17 \$7,229.27. Motion to accept treasurer's report made by Mike, seconded by Alvin, unanimously approved.

Market Manager Report: YTD Vendor Sales - Regular season YTD vendor sales \$83,943. Volunteer Hours Goal >100, 289.75 hours YTD. Produce \$'s Goal >15%, 18% of total sales YTD. SNAP Double Match Goal \$ >\$600, \$674 YTD. Daily Visitor Count Goal >400, 344 (5 weeks of reporting). Average Vendor Sales per week \$3,498 YTD. Average Full Season vendors per week 19 YTD. 2016 / 2017 comparison charts provided for Board Members to review. On-line Market – no sales, Christmas Market Vendor Count Sheet, 26 vendors for 11/25 market, 27 vendors for 12/9 market, 16 vendors for Winter Market. Building update, plans to paint the office outside walls before Christmas Markets. Greg shared with the board that he was approached by HOPE regarding their proposal to purchase produce/meats from vendors at days end and they wanted to add WFM foods to their grant submissions now if we agreed. The board agreed HOPE could make cash or check purchases like any other customer. Greg will hand out flyers to the vendors for the November 9th post season meeting. Board agreed to pot luck with vendors with meat dish provided by meat vendors. December 2nd Wytheville plans for Main Street grand opening, market could have a booth on Main Street to give out flyers etc. during day. Market will have float in Christmas parade in the evening. Motion made to accept report by Steve , seconded by Mike, unanimously approved.

Greg recommended purchasing six radio 30 seconds spots ads each for Christmas Markets with Radio station FM 94 for a total of \$204.00. Discussion followed, tracking results, etc. Motion by Steve to approve, seconded by Alvin, unanimously approved.

Greg requested approval to print flyers and banners for Winter Market, 2 banners costing \$43 each and 150 flyers printed for \$38. Motion by Mike to approve, Alvin seconded, unanimously approved.

Greg requested board re-consider having one Saturday a month set aside for a community non-profit organization to have a booth (for the \$10 fee) ie. boy scouts, girl scouts, churches. Discussion followed with a motion made by Mike to approve, seconded by Alvin, unanimously approved.

Committee Reports: None

Old Business:

Steve has a letter written to give to the new RC&D director concerning RC&D notification to WBF stating they are no longer the fiscal agent for WFM. Greg and Judy met with Steve Moore, Brian Freeman and Todd Wolford on Thursday, Oct. 12th at the market building. Town will try and have the bathroom completed by the Christmas market. Three bids for replacement of the windows are due back on the 17th. No date on when the outside electrical will be completed. Building is leaking, will be looking into this. Winter hours decided upon 10:00 AM – 12:00 PM. Post season meeting confirmed for November 9th at 6:30, Grayson Hall, Wytheville Community College. Greg confirmed the town will move old sign for us, no timeline established.

New Business:

Christmas parade scheduled for December 2nd along with a celebration of the heritage walkway. Greg will attend a meeting on the 25th for further details. Judy recommended the market join the Virginia Farmers Market Association, discussion followed around the advantages of membership. Steve made a motion to join, Mike seconded, unanimously approved.

Next Board Meeting: No confirmed date for November meeting

Motion to adjourn by Steve, Mike seconded, unanimously approved.