

**Wytheville Farmers Market
Board Meeting
January 12, 2016**

Attendees: S. Hermansen, Chair, T. Wynn, Vice-Chair, J. Buck, Treasurer, D. Huete-Brunson, Secretary, J. Otey, Market Manager, G. Krause, A. Neal, J. Shrestha.

The meeting was called to order at 6:01 pm.

Meeting Minutes: The December 15, 2015 meeting minutes were presented for approval. The motion for approval was moved, seconded, and unanimously approved.

Treasurer's Report: J. Otey presented the Treasurer's Report. Current account balances: RC&D account, \$2,112.15. WFM account, \$5,825.49. The motion for approval of the Treasurer's Report was moved, seconded and unanimously approved.

Market Manager Report: J. Otey presented the Market Manager Report. She is working on finalizing the Artisan's Jury, event programming, organizing the food safety classes, and grant writing and training with J. Shrestha. The online market sales are averaging \$130 - \$150 per week. She noted that she has also fielded numerous phone calls and emails with questions from the general market members. The motion for the approval of the Market Manager Report was moved, seconded and unanimously approved.

Committee Reports:

Events Committee:

A. Neal – Chair
E. Davis
J. Stevens
S. Richert

A. Neal reported that she has been working on numerous events with co-sponsors (Master Gardeners, the County Extension Office, Beagle Ridge Farm, etc). She proposes that the 1st Saturday of the market month be dedicated to "Cooking with Kids" and the 3rd Saturday of the month be dedication to a "Pollinators" series.

Finance Committee:

J. Buck – Chair
S. Hermansen
S. Richert

J. Buck reported that there will not be a Finance report for January.

Grant Writing Committee:

J. Shrestha – Chair
A. Neal
J. Otey

J. Shrestha reported that she is currently researching other areas for grant opportunities.

Promotions Committee:

A. Cassell – Chair
A. Neal
J. Otey
S. Hermansen

J. Otey reported that she is placing several newspaper ads in the Wytheville Enterprise for promotion of the online market and the WFM in general.

Secretary/Letter Writing Committee: D. Huete-Brunson – Chair
S. Richert

D. Huete-Brunson requested templates for “Thank You” letters and stated that letters still need to be sent to Brad and Phil Snapp, Wayne Dunford and Tom Walker.

Site and Grounds Committee: G. Krause – Chair
T. Wynn
M. Martin
L. Barley

G. Krause reported that he has had meetings with the City of Wytheville. The tobacco grant funds should be released today. The city has authorized power-washing and the building of a ramp for the shed. The sidewalk is being re-worked in 2017. The shed will be a “pack-in” vendor site. A new parking lot is being planned. Some areas of the new market site will be public access (such as probably the bathrooms), but all vendor items will be secure. Trash and janitorial services still need to be confirmed.

Sponsorship Committee: E. Davis – Chair
L. Barley
J. Stevens
A. Neal
J. Shrestha

A. Neal has approached Tractor Supply.

A motion for approval of the Market Committees was moved, seconded and unanimously approved.

General Membership Speakers: Approximately 14 persons spoke on Market issues, including the issues of uninspected dairy, herd shares and uninspected food products at the Market.

Recess: A recess was called from 7:20 pm until 7:29 pm.

Old Business:

Appalachian Storyteller: A. Neal confirmed the details for the Appalachian Storyteller Fundraiser. March 5, 2016, from 2-4 pm, at the Heritage Center. Tickets are \$15 and will include coffee/water/dessert. There will be 120 tickets for sale. The WFM will split the proceeds with the Heritage Center. J. Otey will advertise.

ATM Machine: J. Otey reported that there is no current update.

Pre-Season Vendor’s Meeting: The general membership meeting will be March 15, 2016 at 6:00 pm. Location TBD. The Artisan Jury item review will be March 19, 2016. Location and times TBD.

Market Schedule: It was decided to poll the Market Patrons this market year to determine if there is sufficient interest in opening the Market before May 1. In the past 3 years, the Market customer base was small. It may be considered for the 2017 Market season.

2016 Christmas Market: It was determined to have an additional Christmas Market day. In addition to the traditional Christmas Market (December 10, 2016), the WFM will add “Small Business Saturday” November 26, 2016. The general membership will be informed at the pre-season meeting.

Uninspected dairy sales and promotion: Various BOD members are researching the WFM’s current Liability Insurance Policy to determine coverages. It was mentioned that the Blacksburg Farmers Market has a liability waiver that they require vendors to sign, releasing the Market as a whole from liability. This issue was tabled until the February BOD meeting.

New Business:

Resolution regarding checking account signees: S. Richert and R. Anderson to be removed as signees and J. Buck and S. Hermansen to be added as signees. J. Otey to remain as signee. The motion was moved, seconded and unanimously approved.

Computer Equipment for Market Manager's office: Discussion regarding the need for computer equipment and supplies. J. Otey was given authorization to purchase up to \$1,200 of computer equipment, accounting software and supplies. The motion was moved, seconded and unanimously approved.

Advertising in Newspaper: J. Otey will advertise the Market in the Wytheville Enterprise. She was authorized up to \$300. The motion was moved, seconded and unanimously approved.

Partners for increased food distribution to disadvantaged patrons: J. Shrestha discussed research on possible partners for increased food distribution (such as SNAP, WIC, AGAPE Food). Vendors may be able to apply to be a partner (such as with the Senior Nutrition program). J. Shrestha and A. Neal will research and present more information at the next meeting.

Growing area at the new Market site: Discussion regarding the possibility of having a set aside area in which to have a demonstration garden or fruit trees. We may be able to receive Earth Boxes free of charge. A. Neal is discussing with Beagle Ridge Farm. We will also need to set aside an area for Vendors who sell vegetables from their large trucks. More research will be done and the issue was tabled.

Food Safety at the Market: Discussion regarding making a Food Safety certificate mandatory for those giving samples at the market. It was determined that while this is going to be strongly encouraged, it will not be mandatory. J. Otey will send a note to the general membership with the date of the class. The motion was moved, seconded and unanimously approved.

Outdoor Kitchens: Discussion regarding the possibility of installing an indoor vs outdoor kitchen and receiving a grant for same. This issue was tabled.

Closed session: The BOD went into closed session to discuss a personnel issue.

Meeting was adjourned at 9:22 pm.