

Mendocino County Farmers Market Association

2023 Annual Meeting

Sunday March 5, 2023 10:30-1:30 via ZOOM

Minutes

1. 10:36 Call to Order/Welcome/Ground Rules Michael Foley

Board President Michael Foley explained to use the Zoom chat box with Julie Apostolu for all secret ballots. Otherwise, other votes will be by voice vote. Please uses "raised hand" within Zoom reactions to be recognized for discussion.

2. Introduction Of Operating Committee Michael Foley

Operating Committee members introduced themselves:

Michael Foley President & Willits Market Manager & Green Uprising Farm

Julie Apostolu Association General Manager & Fort Bragg & Mendocino Markets Manager

Amanda Fairall Vice President & Redwood Valley Market Manager & Fairall's Farm Foods

Gloria Harrison Treasurer & Laytonville Market Manager & Bee in My Bonnet plant starts

Scott Miller Secretary & Scott's Sharpening Service

Angela Harney Office Manager

3. Introduction of Attendees All

The following members introduced themselves to each other:

Galina Arlov

Grant Fisher

Mabry Sipila

Kevin Logan

Tom Helmbrecht

Stacie Dunlap

Yesim Ford

Ece Buke

Katy Pamelov

Don Merrill

Cole Furgeson?

Michelle Costa

Yiping Hseih

Felix Hseih

Jessica Welling

Jessie Taaning

Joseph Eckhart

Robert Ayers

Guest

John Dunsford II- Mendocino Ag

4. Approval of Agenda Michael Foley

Agenda Approved Unanimously.

5. Approval of 2022 Annual Meeting Minutes Michael Foley

Minutes of 2022 Annual Meeting approved unanimously.

6. Market Manager Reports Market Managers

Julie Apostolu – Fort Bragg – It was a great season! All of it spent completely outdoors.
Mendocino – There was an uptick in sales with 15 vendors regularly showing up.
It really helped to have additional produce vendors like Logan Produce.
75% of customers are tourists
Mendocino will be expanding hours to 2:30 pm since Boonville has closed.
**See Julie's attached report for details.*

Gloria Harrison – Laytonville – We have snow! Even so the Market is growing every month.

Amanda Fairall – Redwood Valley – 2022 was a much better year. Produce did well and EBT was up as well.

Robert Ayers – Ukiah – Reported strong sales due to vendor loyalty and variety.

Michael Foley – Willits – Reported 34% increase in sales, even winter sales too. The Market is 3X what it was in 2021. Ag vendors sell out quickly. Willits could use more AG vendors. Unfortunately, EBT is being cut from the Pandemic levels now that the pandemic is officially over.
The Grange has been a good fit for the winter with a modest \$100 donation and it thankfully allows wonderful music by the Farmers Market Band.
The weekly newsletter is getting circulated more widely by others creating a steady stream of new customers.
Big uncertainty as to a summer outdoors location, as the Market may not be able to return to the Rexall Drug parking lot as it may be rented out.
**See Michael's attached report for details.*

Lama Gammatt – Boonville – (Reporting for Natalie) Boonville was just unsustainable, plus the location was a bit funky. There are no plans for attempting a Market in 2023.

7. General Manager Report Julie Apostolu

Julie reported that it was a very busy year with lots of calls and email inquiries. She is excited that 2022 was a good rebound year for the Markets.
Looking forward to a good relationship with new Ag Inspector John Dunsford II.
Wrote letter in support of SB 207 that reimburses Market Managers for the time spent in completing the paper work for the EBT program, which can double manager's work.
Visited Ukiah and Willits Markets 3x last year and happy to report the consistency and vision with MCFARM values.
**See Julie's attached report for details.*

8. Office Manager/Treasurer Report Angela Harney/Gloria Harrison

**See MCARM Website for: 2022 Book Keeping Summary; Vendor Gross Sales 2022; Stall Fees 2022 and the Proposed Budget 2023.*

a. 2022 Bookkeeping-Available upon request to Office Mgr.

Angela reported that MCFARM has bounced back from the pandemic. By the end of 2022 MCFARM had paid back into the contingency fund restoring it to per-pandemic levels.

b. 2022 Gross Sales/Stall Fees

Angela reported 2022 gross sales of 1,480,810 – the most ever.
Angela added that Stall Fees increased overall by 15.6%

c. 2023 Proposed Budget

Projected Income of	\$98,789
Projected Expenses of	\$87,588
Leaving a surplus of	\$11,201

d Motion to Adopt 2023 Proposed Budget- VOTE

Angela projected an increase of Market Specific Expenses of \$9,497
and an increase of Fixed MCFARM Expenses of \$1704
(GM raise of \$1200 and Office Mgn raise of \$504)
President Foley called for a vote on the 2023 Proposed Budget
Motion for approval by Galina Arlov and second by Kevin Logan
15 yes votes and 1 abstention
Motion for approval carried.

**9. Rules & Regulations/ By Laws Regarding Long-Distance Vendors-
Discussion and VOTE Michael Foley & Julie Apostolu**

**See attached Committee Options A, B & C*

General Manager Julie briefed members on the process used by the Ad Hoc committee (Julie, Gloria, Angela, Marbry) to analyze the issue of long-distance vendors and propose options for consideration by the members.

Much discussion was had regarding supporting local farmers and competing distant small farmers. Diversity in our markets is welcomed yet be balanced by supporting the local foodshed where the farmer is the vendor.

The discussion eventually narrowed down to using Option A, but amending it to eliminate the word “nearby” and instead specifying Mendocino County in addition to Humbolt, Lake and Sonoma Counties, as well as eliminating the section “Long Distance Growers” altogether from the Rules and regulations.

A Motion to approve the amendment to the Rules and Regulations
12 yes votes and 3 no votes
Motion for approval carried by ¾ of members attending the meeting.

10. Market Match/EBT NCO Report

Tabled due to Alegra’s absence.

11. Mendocino Ag Department & Environmental Health Dept Updates

General Manager Julie introduced John Dunsford II of the Mendocino Agriculture Department. Dunsford thanked MCFARM for the opportunity to address the members. He reported that he has been on the job for just 7 months. He will be administering the Direct Market Program of 1977 commonly know as Farmers Markets. Dunsford indicated that more staff will also be involved in the Farmers Markets program and that they will be doing onsite inspections for new growers. They also intend to visit all Mendocino County Farmers Markets this year.

President Foley asked Dunsford he could organize a CPC day on the coast and bring the CPCs to all Markets to assist farmers rather than farmers traveling to the Ag Dept in Ukiah. Dunsford agreed to help farmers and closed with his respect and value the Certified Farmers Markets.

12. Officer Election Openings/Nominations- Vice President; Secretary; Inland Vendor Representative Alegra Foley

General Manager Julie reported that per the By Laws the positions of VP, Secretary and the Inland Vendor Representative were all up for election. The current office holders are willing to continue however a call for nominations was entertained. No others members were nominated.

There was unanimous vote to re-elect Amanda Fairal as Vice President; Scott Miller as Secretary; and Alegra Foley as Inland Vendor Representative

13. Reminder about 2023 Membership/Vendor Applications Due by April 30 Julie/Angela

Office Manager Angela reminded members that membership renewal is coming up in April and a post card will be sent out.

14. Announcements All

General Manager Julie proudly announced that she had finished writing her book and that is published on Amazon and can also be purchased at the Farmers Market because she grew it.

Robert Ayers asked what to do about cars left in the Market area? General Manager Julie responded with a suggestion of placing signage the day before Market to hopefully prevent such.

15. Adjournment Michael Foley

President Foley called the meeting adjourned!