

MCFARM FALL OC MEETING
December 13, 2015
Fort Bragg Senior Center

In attendance: Julie Apostolu, Cathy Boyd, Ben Wolff, Scott Cratty, Sakina Bush, Michael Foley, Justin Delmer, Angela Harney, Sarah Stowell

Meeting called to order at 9:31am

Welcome and Introductions

-Thanks to Sakina Bush for securing Senior Center for the meeting.

Approval of Spring Operating Committee Meeting Minutes

-M/S/A: Michael Foley/Ben Wolf/All

Market Reports

Fort Bragg, Julie-Missed Skye Hoyt, sales down, let in more baker vendors, market very weather dependent. Market evaluations all 5s except for their individual sales, indoor market now allowing craft vendors, a first for the Fort Bragg Market.

Sakina Bush is covering FB Winter market, more meat would be nice.

Redwood Valley, Sarah- Doing good even though manager changed mid-season, first year for Redwood Valley extending the season until December at the Redwood Valley Grange, Market Match increased to \$25!

Willits-Like usual, a little bit down, lost Lovin' Mama, their sales were down as others were up, Green Uprising and Grange Farm School producing more than ever. Market Match is bringing in lots of money and new user every week! WIC did really well! WIC sent reps out, really helped! POP probably will begin mid-February. Winter big drop as usual, Green Uprising main producer and Inland bringing more greens than normal and a honey guy!

Mendocino, Sakina- first year and love it! Lots of help from Sarah B. & Julie, very thankful. Moved non-ag into field, left ag section on street. Non-ag vendors don't like it, feel Sakina is playing favorites with ag vendors. Vendors upset about not getting "their" spots. Evaluations were overall good. Dog pressure is difficult. No honey vendors, only had seafood a few times, and no beef vendors. Produce great, inconsistent vendors, but its ok. Sakina wants to focus more on music, probably not changing days and times. Sakina in talks with Rotary Club since they are developing a neighboring park.

Ukiah, Scott- Even keel year. Trouble being a farmer, keeping farmers'... Lovin' Mama will leave big hole. Less radio & print advertising this year, instead put money into market did things like customer appreciation raffle in its place. Started POP club this year, age balance was the main goal. Established prepared food island after years of failed attempts. Overall, a normal year.

Boonville, Justin- Good, hanging on by the skin of our teeth, second to last market was a record mrkt!

- Trying to figure out how to get more music, events were a flop.
- Will have a hard time growing, demographic of shoppers is aging, no one will replace them, will remain a tourist small imrkt. JA- small mrkts ok, big mrkts help them stay a float.

President's Report, Julie Apostolu

Basically, Scott and Julie stayed in touch. Things went smooth. Question: Angela, how difficult would it be to add phone numbers to vendor list? Angela says she will do that for vendors who checked the box on the membership application that they want to be on website.

General Manager Report, Scott

Relatively quiet. Assisted with Redwood Valley manager turnover and vendor discipline issue. Spent time on the new regulations. Occasionally represented MCFARM at events including Leadership Mendocino, Pomo gathering where MCFARM was invited. At Pomo gathering there speakers representating several tribes, all 5 tribes discussed and promoted food sovereignty. POP funded for all interested markets, let Scott know if you would like to participate. Wrote comments on new enforcement rules (covered later in the agenda) . Julie thanked Scott for all his hard work.

Office Manager Report/financial status /budget planning, Angela

Gross sales chart numbers speak for themselves, there is a correction for Willits EBT/WIC 11,388/741 goes through November. Some numbers up, some down. Overall even w/ last year normally up 5% not the case this year. Stall fees up 9,400 after CDEA fees. At end of year net income needs to be 0, has not paid insurance yet, year round markets not included, travel and stipends not included, not any other expenses included. Problems with getting mail at the post office box, wrote letter to bureau of consumer affairs, due to mail delay multiple months, since February/March. MCFARM will be switching insurance agents/broker, policy bought out, will be saving us several hundred dollars, same coverage. Additional insured: extra charge for location of markets, new policy blanket additional insured. Language required for the cities of Ukiah and Fort Bragg have extra charge. Little Lake Grange is covered by MCFARM and themselves. Redwood Valley Grange is not covered, and won't be for this season. 2016 proposed budget: Angela sees it being similar to 2015. Possible changes to budget: increase budget for meetings, Angela is asking for \$1/ hr raise effect, which the OC supported, extend Redwood Valley subsidy and insurance.

Scott: operating budget does not have everything entered, Boonville budget overdue to t-shirts if over comes out of next years OFs, budgets *yr round* for BNV 1179 FB 3470, LTV 1384, mendo 3150, rv 885, uk 6252, willits 3548

-AH normally we discuss next budget at this meeting, Lets discuss via email. Who is included? Yahoo group only issue is numbers being down

Redwood Valley market Discussion,

Sarah

Motion: to give same subsidy to the extended market, provided there is money in budget.

M/S/V Michael/Justin/all

Consensus says ok for market manager (Sarah) to pursue Board of Supervisors fee waiver for park rental fee since the market is beneficial to community.

Unspent Operating Funds, Sakina

Sakina feels as a vendor stall fees are too high, feels she needs to spend money responsibly. Clarified of operating funds: alright to spend money to have other people get stuff done for market, instead of

manager doing everything. Angela explained 25% of previous year's stall fees are the operating fund for current year. Some extra money given to smaller markets.

Michael uses operating funds for EBT match and music while some markets like RV have separate community donations for music. Sakina and Ben: using operating funds so that it goes back to farmers most ethical.

Sakina: wasn't NCO going to help with MM?

Ben: can we reduce spending for Ukiah for social media and have Ian pay for it out of the grant? Talk about later.

Julie and Sakina – Mendocino can't post signs, historical assoc. rules say signs can only be in market area...

Michael has had signs confiscated

Sakina: brainstorming ideas for funds: weight for canopies for vendors, music, etc. Decided she needs to be aggressive with Ian for assistance in marketing, loyalty cards. Difficult market. Helpful ideas?

Angela will send breakdown of money spent. Scott stole car magnet idea from Julie, and has sign walker in costume, bus ads, door signs.

Ben: Can promotion money come from another source? Ian.

Scott: Ian grant effort mostly figured stuff out stuff in 2015 and will be implementing a marketing plan in 2016

Sarah: Alright to disperse money to individuals on SSI? Yes. Ideas from JA and SB

All Things EBT (Problems, Updates, Funding, etc) All

Angela and Sarah will meet later re: RV market.

Julie: Harvest Market did a fundraiser that gave \$900-ish and Fort Bragg blew through it. Promotions confusing vendors.

Julie: Petra helping get Fort Bragg MM, NCO won't sponsor according to Petra.

Sakina: Petra is awesome! Has experience with grants, great asset!

Michael: USDA grant not best way to do MM.

Cathy: Can we put extra funds in MM acct next year?

Michael: didn't want EBT money in his personal account since his market didn't have an account, now his market has a carry-over each year he uses for MM. account unincorporated, non-profit. Willits market got a private EIN so they could have this account.

Sakina: has Mendocino market account, can she take \$ from op funds and keep it in account for MM?

Angela: Willits is different since they have own EIN, Fort Bragg and Mendocino aren't non-profit, can't keep rollover money. Mendocino can use marketing funds as it find is best for the market including supporting EBT matching CB she can ask for an advance of operating funds?

Sarah may need help from Scott for fundraising.

Sarah: OK using music funds to match FINI? Michael and Scott say yes.

Sakina: can the Mendocino market make a donation to senior center for the low-income seniors on snap? Julie: yes..

Ben: The amount of money for promotion if done by NCO could be used for MM. everyone ok with the funds going to all markets for MM? Michael and Ben will work with Ian to get more information about his budget. Changing in spending up to individual managers.

New Fee Structure For 2nd Certifications, Julie

Julie: doesn't seem right to ask for a stall fee when the second cert. barely makes money, doesn't encourage honesty, while 2nd certs add diversity. (Ex. Jessie Tanning with one product onions)

Limit sales of 2nd certs to \$54 w/o stall fee, only \$2 CDFA fee?

Hiding is happening could get farmers' cited.

This would be good for managers but not vendors, fairness.

Julie: this suggestion is for diversity, and accessibility.

Sakina: Suggested that it does not seem fair to vendors. Vendors who don't both to come to market themselves would be a stall fee break not available to vendors who are at the market.

Ben: needs to be a member vote!

Scott: came in thinking good idea, ex. Olive oil, but not fair to vendors present at market.

Idea shelved.

2016 Poster, Angela

No longer have an artist, now recycling old posters. Will reduce number of posters printed.

Motion: To have Ian use our favored artwork to produce our 2016 posters using grant money.

Friendly Amendment: Angela discretion for artwork of past poster.

M/S/V: Sakina/Ben/all

Lunch

New Market Regulations – Eggs and Fines, Julie & Scott

See attachment read aloud

Discussion: the group generally agreed that the proposed penalties are harsh and inappropriate, regulations that might be appropriate for large Southern California Markets but not Mendocino.

Benefits of uncertified markets, Michael

Wording of laws versus CDFA regulation. Law says farmers may sell at CFM, does not prohibit selling at non-cert market.

Michael advocates to open doors to non-certified markets. MCFARM not intended to act as front line police for CA, intention is to "create orderly" markets.

Option: first open doors to non-certified markets then consider letting existing certified markets go uncertified.

Sarah: what about EBT, MM, and WIC

This would require bylaws changes and additions, would vendors still be required to have CPC by MCFARM?

Scott: there are benefits of not being certified, if we stay certified we may lose more small markets.

Ben, Julie, Scott, and Sarah on committee with Michael to explore more. Report to membership at annual meeting, must have vendor approval.

Regulations intended to prevent consumer fraud, for certified markets, not for food safety. Mostly intended for Southern California.

How would the insurance be effected?

Markets would lose regulatory protections from ag department but with reduction of fees we could possibly hire our own inspector, according to Scott.

See Michael's draft attached

Neufeld's fruit stand, Sakina

Sakina: do they have a legal right to set up on side of road on private land? Not sure if they have the land owner's approval? Not sure if historical assoc knows? Do we care?

Angela: Mendocino market was approved by historical association way back when. Neufeld's has a

junk peddlers' permit. Sheriff says they are allowed to be there.

Scott: sheriff and ag department says nothing actionable. County determined it also would not act. .

Julie: someone said we should reaccept the Neufeld's to MCFARM because we are missing out.

Sakina: we need to be all on the same page before contacting the sheriff or anyone.

Sakina/Julie: let it go?

Angela: let them know at beginning of season they were not part of MCFARM after they claimed to be part of the market.

Julie: nobody talk to them if member rep gets a call it goes through Sakina.

Scott: use end of farmer's market sign to clarify they are not part of the market.

What to do if a vendor is undercutting prices.

How to we enforce it? How do we ID it?, Scott

Sakina, manager discretion, room in market to have variety of prices.

Discussion: different when deliberate or in combination of breaking other rules.

Preparing for officer elections

At annual meeting, president (2 year term), treasurer (2 year), one member representative (2 year), as well as vice president open (1 year)

Cathy willing to run again unless someone else would like the opportunity.

Julie willing to run again, not offended if someone else would like to do it.

Gowen Baptist (not present) expressed willingness to be nominated for vice president or member representative.

Scott will work on advertising positions. VP will be on 1 year term to keep on schedule, only open due to resignation.

2016 Annual Meeting Planning

General meeting: 3/6/16

Michael: will make reservation for annual meeting 10am-3pm at Little Lake Grange

Budget \$450, try wine tasting again? Beer tasting? 50-60 ppl. Sakina will try for beer for 50 and call Tango and Pilon for estimate. Scott will ask for Gowan's cider.

Agenda: want to hear from MF re: uncertifying, look at budget, election, invite Ian to present, invite ag dept. to do a presentation, invite NCO Food HUB, bulk bag sale, poster, introduce operating committee and market reports, Angela's report.

Spring OC: 4/3/16

Booneville Fire Dept. Justin to make reservation. Let Julie know if he needs help.

POP Club, Scott

Started in Washington, helps get kids to farmers' markets. Tent/Table with activity re: food, tasting, \$4 for produce. Summer more successful. Applied for Community Foundation grant to expand for all interested markets.

Web site updates – getting minutes up, EBT page – what needs done and how do we do it?

Scott will check with Ian about getting an EBT page up

Sakina: Sienna can also help if we need.

Each manager needs to do their own page, ask if you need help.

Other swag for 2015?

T-shirts! See advertisement for t-shirts in growing organics –Michael is in charge.

Bumper stickers?

Canvas bags? No action taken

Announcements / Other Issues

-Good Farm Fund got \$1500 from county! 2 fundraisers coming up. -Scott

-Please include EBT comparison on year end numbers -Ben

-What happened w/ Lovin' Mama donations? -Julie

Cut a check for part of it to Good Farm Fund. -Scott

They kept money donated from family. -Ben

Adjourned at 2:45pm