

Meeting called to order at 11:37 by President JulieApostolu

Minutes taken by Sarah Nielson

Spring OC Minutes Approved: 1<sup>st</sup> Sakina Bush/ 2<sup>nd</sup> Gloria Harrison/All

Additions to agenda: Sakina- new vendor brochure added to agenda at 1:30 with poster

Julie added Wic Updates with Market Match

Scott added Heritage Ranch in GM Report

Additions approved by all.

Market Reports:

Sakina-Mendocino: Discrepancy in total sales on report from Angela. Down \$1300 from last year. May, June, and July were worse while other months were better. Lost Beth Spring, longest attending vendor. No cherries this year, one flower vendor, and cinnamon bear. Pilon vendor and Mendocino Ferments also lost. The market added a Thai food vendor. Would like to build up both ag and non-ag vendors. Curious about moving to Saturday, but probably not. Tried Waffle guy, it didn't work out. Had an EH and ag inspection went well. Not as much dog pressure, having park is nice. Not using the rented field enough. Got 4 surveys back, went well.

Stephen VanHeiden-Boonville: Fairly appalling year. Difficult to get vendors and customers. People seem burned out on market. Moving towards more crafts and moving later in the day. No EH inspection, ag went well.

Gloria-Laytonville: 3 Weekly vendors. Hoping to get new fruit vendor. Lost several vendors. On the side of highway in summer in elementary cafeteria rest of year. Nervous to go back to summers only as this is only source of fresh produce in Laytonville. Ag inspection went well, man from SF came to inspect eggs because there were 5 egg vendors on website, Jessie was the only one and she had everything in order. School superintendent trying to get local food into the schools.

Michael Foley- Willits: He's been back since Sept. 3<sup>rd</sup>. The year was down by 27%. Vendors like the park, but market has still lost vendors. Michael is trying to move market downtown. Local merchants want it. EH inspector busted Not Harry's Nuts for not having permit. Covelo, Gowens, Brookside, and a few other vendors lost. Only 2 main produce vendors. Farms selling so much on hub vendors become flakey at market

Amanda Fairall- Redwood Valley: Rough year. Sarah and Amanda took over 1<sup>st</sup> day of season. Lost a few vendors, no consistency. Worried about next year as 3 vendors lost everything in fire. Caroline offered info on grant to farmer-fire victims.

Scott Cratty-Ukiah: Even keel year. Dropped last year, stayed the same this year. Big year was 2015, dropped about \$90,000. 12,065 vendor days in 2015 dropped to 930 this year. Individual vendors doing better than before, fewer vendors. Abundance works and bring more customers. The market mainly needs more vendors with significant product offerings.. Ag and WIC inspections went well. Nothing for farmer's market week. Surveys particularly useless.

Julie-Fort Bragg: Fantastic year! Missed 2 markets. Beer tasting began at end of season. During winter months it doesn't seem to matter how many vendors there are same money gets spent. Wrote huge article for Farmer's Market Week. Newspaper accidently said market was on Thursday but they made it right. Winter market is starting strong. EH inspection, Robert got dinged for frozen food, didn't effect sales at all. Hot food needed to be time stamped. Ag dept inspected when Julie wasn't there. Increase in ebt, mm, wic, and senior wic. Surveys were good. Sakina added how fun the it is to spin the wheel!

General Manager Report- Scott shared that the following were the more significant work activities for the GM position in 2017:

- Working with the state WIC folks to get trained and coordinate/arrange brining in MCFARM markets to the program that authorizes use of grocery store WIC coupons.
- Finding and developing a new RV Market Manager. Then coordinating with the market vendors to replace the manager a again at the start of the season.
- Pre annual meeting budget analysis and proposed budget development
- Working with the county to get clarification that hoop house regulations intended as part of the new marijuana regulations would not apply to produce farmers.
- Addressing and resolving the Willits city demand that all non AG market vendors obtain Willits city business licenses.
- Visiting the Willits market on multiple occasions to talk with vendors and access concerns about the market's new location.
- Beginning phases of assisting the Boonville market's effort to find new management for 2018.
- Heritage Ranch is a non profit in Hawaii that is trying to position itself as a possible long-term coordinator /support of Market Match. They are working on developing funding options for a couple years down the road, particularly should the current farm bill funding not continue. They are looking for rural area markets to potentially partner with and might offer the opportunity for market managers to get some compensation for managing Market Match. Scott Provided them a preliminary letter of interest so that we would be in line to consider participating should their project get off the ground.

#### Julie-President's Report- Insert Here

Caroline Radice-Vice President's Report: Sent out several newsletters. Discussed current FoodHub status.

Julia Dakin-Inland Member Representative Report: Talked to folks at Ukiah to let them know she is available

Angela Harney-Office Manager Report: Good year. New office and new system worked great. Discussing packet with market comparison data. Overall decrease by 10% in stall fees. Gross sales overall decrease 1%. Her reports included: Summary of the 2017 book keeping ; budget versus actual spent; Stall fee and Gross Sales comparisons from 2016- 2017. Updates to vendor application discussed. Grey Whale Inn lent office space to MCFARM but probably won't continue into next year.

Angela-CDFA: Thankful Market Managers have been doing the reports. It takes a lot of time off of Angela.

Julie-Angela does the checks, Julie and Cathy sign the checks. Getting reports in on time is important so you don't have to wait for the check. Thank you to Angela for good Work!

Boonville Market: 75% of demographics is Latino now who don't come to the Farmer's Market. Revitalizing/rebranding discussion. Seems like changing time and/or location would help a lot. Options discussed for adding farms, crafters, outreach, etc.

Small markets & stipends: Sustainable? Not really. Almost all of MCFARM's recent growth (mostly at the FB Market) has been from vendors who are making more than \$600 per market. Hence, although the market shows substantial growth and those vendors are benefitting significantly, total earnings from stall fees at those markets have not gone up correspondingly. If most of MCFARM's growth is coming from larger vendors increases sales we should discuss increasing the max stall fee so that both the market manager and MCFARM receive some increased support. Angela to work numbers and have several options available at the Annual meeting.

Next year's poster: New artist? Total poster budget \$500! Including printing. Caroline said she will reach out to new artist.

Caroline to work on MCFARM T-shirts! Or Stencil to make your own at the general meeting!

New vendor brochure: Times and days verified.

Changing Facebook page names: getting rid of "Friends of". Creating weekly events on Facebook with a blurb is working great!

Julie- Bus ads working great. Market Match: Because of quantity having a cushion in bank account for Fort Bragg is a problem while waiting for reimbursement check from NCO. We need to ask NCO and Ecology Center to write stipends to market managers into the grant.

Scott- Watch the tokens! People are spending wooden nickels from other markets or harvest market.

Sakina- Taking care of vendors? Greeting vendors, calling my market "our market", sharing info with vendors, hugs, newsletters, and vendor appreciation events.

Sarah Nielson and Amanda- Fire update: Rancho Mariposa, Help Yourself Farm, and Cerro Negro lost farms in the fire. Former members Bob Gates, Tom Brower, and Mendocino Meats (Adam Gaska) also affected.

Julie & Scott- Price slashing: The main source of vendor complaints each season is one vendor who cut prices when at peak tomato season. The bylaws discourage undercutting to gain competitive advantage but that is not the motivation here. Instead the vendor is trying to offer customers a better deal to deal with a product glut. A possible strategy for next season is to request the sale price be only for bulk purchases to help distinguish it from other vendors pricing, e.g., deals on more than 5lbs only.

Marijuana: Many grey areas. As far as Scott knows we aren't allowed any plant matter or CBD edibles or salves now some changes in 2018 more in 2019. Julia clarified that state regulations will kick in in 2018 but that we will have some time to wait until anything is clear. Sakina will look into regulations and get back to everyone.

Sakina- Problems with groups selling MJ and advertising as Farmer's Markets in Mendocino.

Julie- Upcoming officer openings: President, Treasurer, Coastal Member Rep. Ask Caroline to advertise in newsletter.

Annual Meeting: 1<sup>st</sup> choice February 25<sup>th</sup>, 2<sup>nd</sup> choice March 4<sup>th</sup>, at RV Grange or LLG. Potluck & shirt making. Cake!!! (made by Amanda Fairall)

Agenda items: raising stall fees, MJ update, 25<sup>th</sup> Anniversary, etc.

Anniversary: Newspaper article, shopping bags, parties?

Farmers' Convergence: February 20<sup>th</sup>

Announcements: Julie-Thank you all for coming!

Spring OC Meeting: March 25<sup>th</sup> Location TBA.

15:32 Meeting adjourned by Julie