

4/2/17 MCFARM OC Spring Meeting

NCO Meeting Room, Ukiah

Minutes taken by Secretary, Sarah Nielson

Attendees: Julia Dakin; Haerah Baird; Gloria Harrison; Julie Apostolu; Sakina Bush; Gowan Batist; Sarah Nielson; Sierra Alexander; Caroline Radice; Scott Cratty; Michael Foley; Amanda Bontecou; Angela Harney

Called to order: 11:09 am

Minutes from Fall OC Meeting Approved (1st Michael Foley/2nd Gloria Harrison/ ALL) Correction End of year not in the red but 25.84 net profit

Change to agenda: Potluck discussion w/ potluck lunch, Add FoodHub/MCFARM collaboration to Caroline (Michael Foley/Gloria Harrison/ALL)

Michael F- Contiguous counties regulation: shooting ourselves in the foot. Definition clarified. Indv markets can vote in vendors or 2nd certs from non-adjacent counties for unique products (i.e. citrus). 2 Cases were grandfathered in Cherry guy and Cinnamon Bear's avocados. Read the bylaws!

Lunch postponed

Market changes:

Michael Foley-Willits: Sierra takes over next week, up to 3 produce vendors finally last week! Quilt maker added. Moving to Red Grove Park on Commercial 5/4! Plenty of shade, next to Willits Charter School next week! Julie offers to help the market and move.

Sakina Bush-Mendocino: Not much change. Navarro Roots stopped last year, possible apple press coming in the fall, added Nye Ranch, possible food vendor joining market. Salad/sprout vendor coming back this year. Lots of produce! Open to crafts, haven't had much.

Scott Cratty-Ukiah: Hoping to stop general downward trend. Needs sunshine! Likes borrowing Julie's promo ideas! April fool's promo: gold coin hidden in market, maybe easter egg search next, lots of funds spent on promos this year and matching funds like WIC. Julie offers help.

Gloria Harrison-Laytonville: Found out last week that need to move. Both indoor & outdoor market. No clue where to go.

Boonville: Not here (at time of agenda item). No report sent in.

Haerah Baird & Sarah Nielson-RV: Haerah is new manager, Market begins in June. Last year at end of season vendors voted to have market June-Oct. at the park only. More community members are stepping up to help invigorate market: Jen Lyons said she'd help with promotion and fundraising and Caroline R offered to make posters.

Julie Apostolu- FB: Doing really well. IN fall passed out a promo flyer for winter. Feb normally slow went great this year with grab bag promo spent \$600. March raffle each week. Very successful! Harry's Nuts from Willits

have been coming. Fanna Bannana Bread, dog biscuits. Nye Ranch rejoined last week.

Angela Harney: Finalized 2017 applications- MM Contracts sent out ahead of time. New for 2017 MM are responsible for collecting vender apps. Each market gets a template. Quarterly reports done by MMs for CDFA. Vender Apps: changed slightly. Only pg 3 goes to AH w/ check. Everything else goes to MMs. Explanation of application and needed paperwork. Reminder of permits the Market is required to have, specifically Temporary Food Permit from EH. CDFA Report: Quarterly Report needs to be submitted to Angela. Office is in transition from Angela's house to the Grey Whale Inn in Ft. Bragg. PO Box stays the same.

Lunch & Lunch Discussion-herbal co-op.

Amanda Bontecou- Boonville, last year had a good season, going to try to do the same. Have a few events planned.

Market Match Questions: Now Arianna is asking for total slips printed from machine after each market. Issue for markets to pay stall fees while waiting for market match check from NCO. Arianna has extra time to volunteer to recruit more volunteers for markets.

Caroline Radice: increasing diversity at the market- specific ingredients, etc. add flyer to pg&e bills.

MCFARM/FoodHub collaboration: Outreach to community groups, using FH promo budget to make shared materials, farmer training – workshops (small equip., weed control, etc.) & field trips.

Sakina Bush- Will FH help with connecting farmers and land owners?

Caroline Radice-Working on it with Ruthie King, adding land access page to a website. MF- Farmers need help planning succession planting, SC-NCO applied for 2 grants for food processing facilities. Could be used by farmers or others who can process farmers market left overs. SB- FoodHub receive charitable donations and deliver food to soup kitchens, etc.

Gowan Batist- Any farms willing to provide space for tanoaks to grow for native tribes who the county is killing tan oaks at their tradition gathering sites.

Smaller Markets Boosters: Getting Farmers to 2nd cert other farmers' products to increase diversity of products. Incentivizing more vendors to come and keep coming?

40th Anniversary: Huge bus wrap ad?, calendar?, farmers market week in August, events at each market during the same month, loyalty cards, passport?, press release, apple press. Julie will be heading this up! Julie will be visiting every market! T-shirts?

Adjourned 1:56pm