

MCFARM Spring OC Meeting

Meeting called to order at 10:15am

Isa moves to approve the minutes with the addition of the Presidents' Report, Second by Sakina. All in favor.

Isa moves to approve agenda. Second by Gloria. All in favor.

Office Manager's report: 2019 permits, market applications for 2019, etc

-Review of OC contact info

-Overview of Market Operating Funds

-Reminder of permit applications due (Use MCFARM's EIN and mailing report), Health Dept. will not be charging fees again this year

-Monthly Market Reports: We will start tracking Market Manager hours

-CDFR Reports: Angela sends in fee, market managers send in cpc numbers and need to match Angela's numbers

-Angela has MCFARM phone number at her house and answers calls/questions, generally refers vendors back to market managers

-Accident Reports/Vendor Evals in market manager binders. Use them! Do vendor evals during the height of season!

Boonville Market updates – Lama: THings are ok. Feel a bit behind. Location is at Aquarelle (Disco Ranch Restaurant).

Fridays 4-7pm. May 3rd. 9 vendors!

Status of this year's Willits market move – Francisco: Move is yet to be finalized. Unclear on the decision process.

Bathrooms need to be determined. Have a photo shoot on Thursday for "the Merchants of Willits". Scott clarifies: our bylaws say the vendors(from the past 2 years) have to vote to change location or time of the market. For market decisions all vendors get a vote, even non-ag vendors.

Review poster & T-Shirts – Scott & All: Market Match needs to be added. EBT needs to be clarified. MCFARM truck logo needs to be bigger and in color. Keep the veggies, lose the fingers. Add the Market Match logo. Darken the days of the week.

Update on Market Match – Sarah Marshall: In year 4 of 4 year grant cycle. Ecology Center says we will be renewing the grant, but the new RFP is not open yet but has reassured that it will be a smooth transition. Since the grant cycle is ending in June, it is important to send all the incentive money so ALL markets can raise their match! There are funds if anyone needs new tokens and for print publications. Discussion of how to get a stipend to the market managers for their administration of the grant/program. Sarah Marshall from NCO says she will send out (she doesn't have it today) the WHOLE budget that includes NCO's cut to Scott and Scott says he will forward to the OC.

Big News that affects Market Match: Starting June 1st SSI/SSDI recipients can apply for CalFresh/Food Stamps.

Break 11:35-11:45

What updates do people want to the website? – Isa/all: Current website is very easy to use. Pictures could be more fun/attractive/fresher. Isa really liked the Seattle Farmer's Market website. Discussion of how to organize/update the list of vendors. Sakina will work on this. Isa will send out a list of websites that might inspire us for updates to our website.

Directions for the stall fee committee. – Isa/all:Suggested that Market Managers will include a question on the market eval about stall fees. Sakina suggests Aug 30th for market eval due date. Also do a survey monkey about stall fees. Sarah will send out list of Committee members.

Discussion about raw milk sampling/support for dairy farms – Scott: We have a precedent that all food sampling/wine-tasting has to be done with appropriate permits. Educational booth without raw milk is up to the individual markets.

Should we form a grant committee? – Isa/all: What would we apply for grants? Winter structure for Ukiah Market? POP Club money! Chef Demo supplies, chico bags, etc. were from a grant. If you have more ideas to share with the committee. Education grants to get farmers to “master” class like with Curtis Stone.

What should we do to improve marketing training for vendors? – Isa/all: Who are the interested vendors? West Company can work with individual vendors. Educational Videos would be helpful.

Improving community outreach for farmers market – Isa/all: Julie shared farmers’ market magnets and her market business cards. Lama could use help with outreach to Latinx community. Farm Tours! Could use as a fundraiser for market.

Improving market data gathering– Isa: Would more data gathering be helpful? Will send out in email.

Update on rules for tinctures at market – Sakina: Dietary supplements require positive identification and assurance of purity. Good manufacturing practices are available on the FDA website. “Foods” are less regulated than “dietary supplements”. Salves can be made under “cosmetics” regulations. Alcoholic tinctures are not regulated as alcoholic beverages but as dietary supplements. Labeling is important. Sakina recommends letting this be up to market manager discretion. Liability insurance from the producer would make this easier.

CBDs at Market: Not allowed in Farmers’ Markets according to Sakina’s research a year ago. Sakina will go back and check her notes. Prop 64 prevents direct sales from farmers to customers. For now the answer is no but Sakina will do follow-up.

Meeting adjourned at 1:30pm.