

General Meeting
February 10th, 2019
Called to order at 12:15PM

Discussion of agenda: being flexible due to late start caused by snow. Important to get through officer elections.

Introduction of Francisco the new Willits Market Manager. Welcome!
Thank you to Michael for all the years of dedication to the Willits Market!

Officer Introductions: President-Isa Quiroz, Vice President-Caroline Radice, Secretary-Sarah Nielson, Office Manager-Angela Harney, Coastal Member Rep.-Kyle Burns, General Manager/Ukiah Market Manager-Scott Cratty, Redwood Valley Market Manager-Amanda Fairall, Willits Market Manager-Michael Foley/Francisco Hernandez, Fort Bragg Market Manager Julie Apostolu

Missing Officers: Treasurer-Cathy Boyd, Inland Member Rep-Julia Dakin, Mendocino Market Manager-Sakina Bush, Laytonville Market Manager- Gloria Harrison

Mimi Booth moves to approve agenda. Michael Foley seconds. All in favor.

Isa Quiroz moves to approve 2018 General Meeting minutes with edit to fix that Fort Bragg Farmers' Market had a table at a Noyo Food Forest event and Noyo Food Forest did not come to market. Caroline Radice seconds. All in favor.

President's Report by Isa: Spent a lot of time learning everyone's roles and history within MCFARM. Helped with 40th Anniversary at Sundays in the Park.

General Manager Report by Scott: Prep for OC and General Meetings, Represented MCFARM at events like Summit for Healthy Mendocino and Leadership Mendocino. Worked on Boonville Market issues. Minor things like arranging GFF loan for Fort Bragg Market EBT. Helped to train our new president. Lots of paperwork with different agencies.

Ukiah Market Report by Scott: Weather rain, fire, and smoke led to poor market attendance. Market did the worst of all the markets. Working with the city of Ukiah to boost the market. Selection of products at market is way down. Need more farms! This year was the most advertising spending in MCFARM history.

Redwood Valley by Amanda: Odd year after fire. 3 vendors lost everything, 1 vendor returned, 2 will return in a few years after rebuilding. Many residents still displaced. Despite this the market grew by \$1200! More consistent vendors! Market season was 1 week shorter than previous season. Many customer came from Ukiah to support our market. Face painter for the kids was a good draw as well as a space for kids to draw with chalk. Picking up ideas from other markets.

Hoping to continue consistency and hoping for more attendance as people finish rebuilding and move back.

Willits by Michael: Good year! Sales up after disastrous (the move) 2017 season. Moved downtown on Main St. Vendors love the spot in a parking lot. Now a very compact market. Lots of new customers. INcrease in sales in winter/fall markets! Need more produce vendors in winter! Even with Jessie's health issues she is still sending stuff to market! Need vendor consistency! Merchant are very happy to have the market downtown. Still details that need to be worked out. Fire marshal enforcing restrictions that no other market has to deal with so now has no prepared food vendors. Is there space for more vendors? It looks crowded? Right now plenty of capacity! Eventually market may move into the street. Status on business license? City wanted each vendor to have a business license but compromised for the market's license to cover all the vendors. Still not finalized due to city moving slow.

Fort Bragg by Julie: Amazing year! Flew over the \$500,000 mark! Personal evals all said ok. Pays a lot of attention to vendor placement. There is limited parking, especially for winter market. Very strong community section now even the City of Fort Bragg has a booth. Master Gardeners' come every other week. Lots of activities! 2 vendors with perfect attendance were celebrated! Inland Ranch was one of them! Princess Fish are inconsistent and very missed.

Laytonville (Angela reporting for Gloria): Market doing well! Still looking for more vendors!

Mendocino (Julie for Sakina): Doing great! Making a slight street move, possible date/time change. Maybe reducing non-Ag section. Jessie worried about a move to Saturday/Sunday cause she can't go to both Mendocino and Ukiah/Redwood Valley. Moving the market to later on Friday would be ideal.

Booneville Market possible reinstate: proposing moving to Friday night 4-7pm if they can get more vendors/customers. Lama of Forest People is willing to manage the market and is asking to be under the MCFARM umbrella as a certified market. Petite Teton will not be returning to the market. Scott: Are we willing to accept the market back in? Do we give a manager stipend? If we let them back in with the manager stipend the market should cost MCFARM about \$2,000.

Scott moves to reinstate the Booneville Market on a provisional basis for 1 year with a recheck next year. Second by Julie/Michael.

Discussion: Location? Possibly near the hotel or Acentral. Angela needs info for insurance. Vendor commitments? Ag vendors confirmed: 2 Olive oil possibly? Several body products interested? Jessie might come if the Mendocino Market doesn't move it's time. Possible Apple Farm booth as well.

Vote: All in favor.

Office Manager Report by Angela: Things have been smooth as the market managers are now preparing CDFA reports and permits. We need to think proactively for the future. We should think about making sure everyone is being compensated for their hard work. Still need to work on making stall fees more equitable. Thankful for our outgoing treasurer and Julie our former President. Review of charts provided in packet.

Discussion of inefficiency for WIC and Senior vouchers. If the office would come more/stay the whole time, the demand is there to increase use.

T-shirts: Each member/membership at this meeting gets a MCFARM T-shirt! Request for tank tops and womens sizes.

In the proposed budget there is an increase in the Office Manager Stipend. According to Scott he can't remember the last time there was an increase and also hoping for more hours to work on the accounting.

2018 Budget vs Actual total was a \$13.60 profit. For the proposed 2019 there is an estimated profit of \$1997. Angela recommends we use the profit as an incentive for members to come to next year's meeting.

Discussion of how to properly compensate market managers for ebt and cdfa reports. Market managers express challenges they face.

Stall fee changes: Michael did his analysis and proposal, OC decided to leave it alone for this year. Some members feel it should be reevaluated. Surplus this year due to there being no Booneville Market as well as having a record breaking/increased sales year.

Sarah moves to approve proposed budget, if there is a surplus under \$2,000 we shall divide it among the market managers, if over \$2,000 remainder is returned to the active memberships. Second by Jessie Tanning. All in favor.

Member show of hands to reassess stall fees: 9 hands (majority of memberships present)

Break 10 minutes 2:03

Caroline Radice nominates Caroline Rehberger For Vice President. She accepts the nomination. All in favor.

Mimi nominates Julie for treasurer. She accepts the nomination.

Isa nominates Sakina (not present) for treasurer. She accepts the nomination via phone call.

Paper vote: Julie is elected with 12 votes and 2 for Sakina.

Isa nominates Sarah for secretary. She accepts the nomination. All in favor.

Sarah nominates Alex Nielson for inland member rep. Alex accepts the nomination. All in favor.

Julie wants to talk about losing money from “bad” tokens. It is the vendor’s responsibility to check each token. Make sure you are doing WIC correctly and it is not expired.

Brandon Gatto and Alex will attend Farmers’ Convergence to represent MCFARM.

Next weekend is the Convergence with a pre-convergence workshop on Saturday after farmers’ market.

New Farm Bill: Funding for FINI and local foods has a permanent funding plus increased funding! Is it reasonable for MCFARM to try to apply for these grants? Anyone willing to help?

Caroline moves to form a grant research committee. Kyle second. All.

Committee members: Caroline Radice, Isa, Scott, Ana, Michael, Kyle, Caroline Rehberger

Michael speaks about the importance of consistency at the farmers’ market. Consistency of attendance increases personal and overall market sales. Better succession planning really makes a difference! Being on time is also important. Thinking you don’t have enough to come to market may be short sighted cause it will harm future sales/customer relations.

Posters/T-shirts: New supply of hats in the back! Market Managers pick them up! Poster colors will be changed. Need to fix market info. Posters will be distributed in April, Add Booneville Market. T-shirt MCFARM logo on the front List of market Cities and days of the week on the back.

Announcements: Monday Feb. 25th Farmer-to farmer trip to Yokayo Ranch Work smarter not harder.

Produce Bags: Anyone want to do a bulk order? Paper bags recommended. Jessie, Isa, Kyle all interested if price/product is right.

Roger the vinegar guy needs good energy, fighting for his life. Jessie did a flower fundraiser at market for him.

Jessie is here and doing good!!!

Esme (Julie’s wife) published her book! Available on Amazon!

Meeting adjourned 3:19pm