

## MCFARM Fall 2019 OC AGENDA

NCO Conference Room, 413 North State St, Ukiah. December 8, 2019

OC Members Present: Isa, Scott, Sakina, Sarah Marshall (guest), Francisco, Lama, Kyle, Hiram, Angela, Sarah, Alex

Meeting called to order at 9:09. Approve minutes/agenda- Kyle moved to approve Spring OC minutes. Scott seconds. All in favor.

Market Match status, updates, changes – Sarah Marshal: Starting new 3 year grant cycle. All parties (markets, CSAs, farm stands, etc.) must sign a memorandum of understanding with the Ecology Center and USDA. Grant is being expanded to CSAs (Live Power, Covelo Organics, Happy Day CSAs) and to farmstands (hopefully Nye Ranch soon). \$49,000 per year (including \$5,000 match from GFF). As more CSAs and Farmstands join the grant more funds can be requested.

Market updates/2019 evaluations:

Fort Bragg (Angela read from Julie's report)-Sales up despite all the changes. Vendor numbers are down for indoor winter market, but sales are not down. More produce at winter market this year!

Ukiah- Decline in vendor days for the whole year. Lost biggest Farm mid-season and other large farms are not regular. Irene's is clearing \$1,000 in the middle of winter.

Mendocino-Doing well. Some new vendors including new non-ag. Biggest issue was the canopy accident. Issue with vendor selling goods (not agreed on before), vendor did not return. Hoping to find a bakery to come to market.

Willits-Good year with positive growth. New location worked out well with new customers and vendors. Issues included working with limited space. Harvest Moon festival was good for the market. Irene's is now coming. Recently moved inside for the winter market. Drop in customers due to drop in Main Street foot traffic. Considering new summer locations.

Boonville- Huge growth from previous season. Community really likes the new day/time/location. Biggest concern was kids playing so near the traffic. The business who hosted us (Disco Ranch Wine Bar) was happy as it helped bring in customers and great music. Looking for help with market setup or new manager. Hoping AV Foodshed will help draw in more customers with events.

Laytonville- Huge growth! Winter market is off to a great start! Feel good about where we're at. Some tourists. Local community helps with a senior market match for seniors who don't qualify for EBT. Gross sales doubled from 2018.

Redwood Valley- (from Alex) Numbers look good but not a lot of customers. Sunday mornings are rough. Hopefully the market will get moved from 9:30 to 10. There was conversation about trying Tuesday evenings due to increased traffic "downtown". Amanda was uninterested in trying it. There were 2 chef demo days and good music every week.

Market Evals (Scott)- The evals seem useless so maybe try a new format? No formal process of what to do with them. Most feedback is craft vendors wanting to move to the center of the market.

Budget/accounting/office report (Angela)

Overall smooth year. Only glitch was Francisco's pay

Some market managers tracked their hours and some didn't. Trying to evaluate how much market managers are earning per hour.

CDFA reports: only a few were late but got taken care of.

Review of charts and bookkeeping.

Discussion of what to do with the website. Consensus is ok to spend up to \$3,000 to redo.

Discussion of switching to Google drive from yahoo groups. At Least for uploading attachments. Scott will work on it.

How to spend excess funds: new laptop for MCFARM, advertising contract for MCFARM with KZYX, updating quickbooks program (currently using 10 year old system)

Market insurance

Do we deal with the new law about contractors?

Discussion:

Definition of independent contractors: state vs federal definitions

Insurance possibilities for association, markets, managers, and vendors

- Status on the insurance claim

- should we require that MCFARM vendors have liability insurance?

Lama moves to include a check box on the membership application acknowledging that vendors are not covered by MCFARM, we encourage vendors to get their own policies, and may require it in the future. Sarah seconds. All in favor.

- do we need insurance for market managers?

Sarah moves to offer a reimbursement to each market manager for their own professional liability policies up to \$500 per year. Second Lama. All in favor.

- should we move our insurance to a new provider? We will offer our insurance the option to match the quote from the new company or change company. Difference between one big policy or individual market policies.

- official policy changes re our officers insurance. Market decisions are board decisions so they are covered by the policy.

Independent contractor decision: Lama moves to continue business as usual. Sakina seconds. All in favor.

Changing the bylaws to allow for vendor-related matters to stay at the OC. Sakina moved to propose the change at the General meeting. Francisco seconds. All in favor.

Do we have enough evidence to address rules for hoop houses and farm stands? Request evidence and form a committee at General Meeting. Invite a rep from the county planning department to talk to farmers at the General Meeting.

12:25 - 20 min break

Do we need to revisit canopy/umbrella rules? No. It is left to the manager's discretion.

Will we bring up revising stall fees at the annual meeting? Consensus: No. Let it be.

Are we open to ranches having meat clubs that allow pick-up at the market?  
Sarah moves to not allow this. Hiram seconds. All in favor.

Discussion of CSA pick-ups at market. Up to manager discretion? No conclusion.

Project to collect information on which products are in demand (what is selling out/what are people asking for) and which products are being overproduced. Discussion: This has been tried before by NCO and doesn't seem to work. Try to get info from customers on what they didn't see at market but would buy. Managers could help with getting customer opinions.

Sakina's request to discuss/clarify some information from the Market Manager Manual: Final answer would be what the bylaws say.

Handling CBD and tinctures: Reasonable to expect good labeling. Producer, ingredients, etc. Liability? Isa will ask the Marin FM Association what they do. Sakina will ask health department and Ukiah Food Coop.

CBDs: Follow-up Still not allowed by law.

Annual meeting prep: 1st choice February 23rd, 2nd choice February 16th. 1st option AV Grange, 2nd choice RV Grange.

- Planning Department guest
- Encourage vendor insurance
- Changing bylaws to allow vendor issues to stay at the OC

Ask Amanda to cater? Possible whiskey tasting in RV?

Vice president has expressed she is moving out of the area and is resigning. Isa has said she will send out the newsletter but doesn't want the stipend (which will be returned to general fund).

Preparing for officer changes in 2020: President, VP replacement, treasurer, coastal member rep

The 2020 poster Sakina move we approve \$500 for our original poster artist. Lama seconds. All in favor.

Meeting adjourned at 2:14pm.