

MCFARM Annual Meeting

2/23/2020

Anderson Valley Grange

Meeting called to order 10:09am

Officers Present: Julie Apostolu-General Manager and treasurer (acting president), Angela Harney-Office Manager, Sarah Nielson-Secretary, Alex Nielson-Inland Member Rep

President Isa is moving to Portland and has stepped down. Vice president Caroline has moved away and "stepped down". Julie's term as treasurer is up. Kyle's term for Coastal Member Rep is up. These positions will be up for election today.

Agenda: Add Elizabeth from the Ag Department just before lunch. Move to approve with addition: Moved by Gloria, second by Steve. All in favor.

Last year's minutes: In Office Manager's statement 1st paragraph, "stall fees" needs to be changed to "market manager pay" and 4th paragraph, change "stipend" to "amount of hours for the Office Mgr job". Moved to approve with change by Gloria, second by Lama. All in favor.

Market Manager Reports:

Lama-Boonville: Last year was the 1st year for Lama. Location, day, and time change were successful. Fun market, good sales, and good music. Next year the market will be 4-6:30pm.

Julie-Fort Bragg: Great community support! Record-breaking year last year! Out growing (winter market's) indoor space.

Gloria-Laytonville: Growing and doing good.

Sakina-Mendocino: Mendocino market was blessed with fair weather through the summer and had a dry October so sales were steady through Fall. Our gross sales were up 7% and our stall fees were up 10%. My thinking on this is that the smaller vendors paid a greater percentage of the stall fees. The market had an operating budget of \$1026 and I spent \$1,859. So, over budget about \$800 and \$720 of that was paying musicians. I feel strongly that musicians should get at least a \$25 stipend when they come to the market. That is a personal value but also I think since we are a smaller market and I am not sure tips are enough incentive to get good musicians. I think music is an important element. I won't get into details here, but have a strategy for next year to keep paying musicians but still stay within budget. We seem to have a perennial discussion topic among vendors regarding the day and time and location of the market. This year the topic was changing the time of the market to make it longer or later in the day. After some discussion I gave vendors a survey to indicate their preferences. Of the 12 surveys return only 2 were in favor of changing the time. That ended the conversation. Our biggest challenge was the unfortunate accident that occurred when a customer was struck in the head by a flying canopy. The day was windy with sudden gusts. I done; a visual inspection of canopies to see that they were weighted down. The accident happened at 2:00 right at the end of market during a time when vendors were beginning to pack up. A strong, unexpected gust caused a canopy to go flying. 911 was called and the paramedics responded quickly. The injured party is doing better now but the whole event was traumatic for them and for the vendor involved. In the weeks following the accident I urged vendors to be diligent in using their canopy weights. On days of no wind I did inspections. I found that if I actually put my hands on the canopies and tried to lift them, I found many weights many were not properly attached to the

canopy legs! Some weights were not heavy enough and some vendors were lax in putting weights on at the time of set-up and started unloading instead. Big lessons learned: As manager I have to be way more active and regular about checking canopies even on calm days. People need to have good habits so that when it is windy they are in the habit of following safety guidelines. People get into the habit of setting up and taking down by themselves and on windy days they need to make sure to have helpers. I really enjoy managing the market and am looking forward to another market season. Thank you.

Amanda-Redwood Valley: Great year! Sales were up 52%. 2 years post fire so people are moving back home, more consistency with vendors. Amanda is already fundraising for this year's musicians!

Robert-Ukiah: Sales have been in decline but Robert is optimistic. Trying to increase ethnic business. Going to local schools to educate people about the Farmer's Market. Robert volunteered with the EBT program all last year so is familiar with the market. Robert has lots of positive energy to improve the Farmer's Market!

Francisco-Willits: Good year and good new location off of main street. Winter location in the Grange is a bit slower due to many factors. Thankful to Michael for being a good mentor.

Julie-General Manager Report: Still learning, Julie has a different skill set than Scott. Julie just represented MCFARM at the Farmer's Convergence and had a great time.

Scott's 2019 report-read by Julie: Scott assisted with restart of Boonville Market and conducted voting for the market and manager. He also managed the vote for the new Willits market manager. He assisted with a vendor issue at the Mendocino Market and established probationary conditions. He resolved issue with system wide EBT failure in Jan/Feb that required obtaining and stepping the group through basic machine reprogramming. Staffed MCFARM

Table at events including the Farmer's Convergence. He worked with state WIC personnel on the new process for electronic WIC and helped get Mendocino County farms included in the rollout. He ran logistics and developed agendas for the Spring and fall OC meetings and the annual meeting. He managed all aspects of MCFARM's first accident insurance incident. He appeared at the board of supervisors to oppose the proposed increase in EH fees for MCFARM. He coordinated 2020 KZYX sponsorship for MCFARM markets. He ran the election process for the new General Manager.

Julie will be working with Michelle West to encourage latinos to use cottage food permits and vend at markets. Expect to see Julie at all the markets soon. Not for inspection but for checking in with everyone.

Angela-Office Manager Report: Quiet year in the office except for the Insurance issues showing that we are woefully "not covered" in many instances- will need to re-evaluate our insurance; Office got a new HP laptop and a 2020 Version of Quickbooks; Market Managers received a \$285 year end Bonus as we had money left at the end of the year. No stipenVendor Gross SalesVendor Gross Salesd was paid to the Vice President, because she left the job at the beginning of the year. Reports: [Vendor Gross Sales](#); [Stall Fees](#); [EBT/ SNAP](#); [WIC Intake](#); [Memberships/ Application Fee](#); [Summary of Book keeping](#); [Budget vs Actual 2019/Proposed 2020](#)

Break from Office Manager's Report: (Angela left the room) to discuss a raise for her. Idea brought by Julie.

-Sakina requests budget reports to be released earlier before meetings and/or quarterly updates.

-The question was raised as to whether or not we can continue having Angela be an independent contractor or if she needs to become a formal employee due to the new regulations.

Motion to give Angela a \$2/hr raise effective March 1st by Gloria. Second by Nickie. All in favor.

Angela returns.

Discussion and questions about insurance. The current budget reflects last year's insurance premiums.
-At fall OC meeting we voted to reimburse market managers up to \$500 per year for professional liability policies. We will use the contingency fund for this for now and not alter the budget.

Discussion: "What if we have to get different more expensive insurance- does the budget reflect that?" Angela- No, but we have \$6686 in a contingency fund should we need it.

Sakina moves to pass the budget as is, Gloria seconds. All in favor.

Sakina, Angela, and Julie are the new insurance committee and will report back

11:12-11:26am- break

Officers for election today- Before the General Manager the President had more responsibilities. Now the President runs meetings and stays informed of current events, and acts as an ambassador. Vice president technically sits in for the president when needed and sends out the newsletter. Treasurer oversees the finances (does not do bookkeeping) but acts in a checks and balances manner, and signs checks with associated paperwork. Coastal member reps hears vendor complaints and brings them to the OC.

WIC- transitioning to cards but card readers go to vendors not the market as a whole. Not many farmers have the machines yet.

Canopy/vendor insurance- Canopy safety is included in the member applications. Canopies should have each leg weighted and the canopy needs to be tethered from the top. Setup/take down are the most vulnerable times. Ask someone to help you!

Tulku from FlowKana-Wants to start a farmer's market at the Solar Living Center in Hopland. To complement other activities and attractions starting this year. Possibly having a cannabis "farmer's market" on the property at the same time (on a separate area of the property) near the dispensary.

Input from Elizabeth: Influx in CPCs (50+) at the county is driven by FlowKana asking their producers to get CPCs for food production, supporting ag diversification.

Michael moves to encourage the creation of this market separate from MCFARM using MCFARM guidelines as a certified market and return with an update at the 2021 annual meeting to reevaluate and discuss joining MCFARM. Second by Lama. All in favor.

Lunch 12:15-1:13pm

Elizabeth Garcia from Ag Department: Department is running better. Jim Donnelly is the new commissioner. Elizabeth is the only inspector for farmers and farmers markets. Elizabeth just visited the Willits Market and noticed people waiting for the market to open and was very proud. Feels the current regulations are intended for larger markets and are silly for our smaller community. She still needs us to have our paperwork but is also here to help us. Elizabeth wants to come to the coast, Booneville, Willits, and Laytonville so everyone doesn't have to drive to Ukiah for CPCs and scale certs.

-Discussion of industrial hemp and whether it can be brought to our markets. Currently the county is introducing a pilot program. Unclear if the pilot farmers can bring their crop to the farmers market?

Sara Marshall from NCO for Market Match: Great year! Increase in EBT customers. MM redeemed is over \$42,000 for Lake and Mendo up from \$36,000 in 2018. Expected to continue to grow. 2020 projected MM budget to \$49,000. MM can now be used at farm stands and with CSAs. Farm stands and CSAs are required to have their own FNS numbers to accept MM. Grant has been renewed for 3 years.

Sara shared about the forming and grant awarded to the Bee Collective. Elizabeth Garcia shared the Bee-ware program with the county that all beekeepers are required to register with.

Michael Foley-School of Adaptive Agriculture: Discussed the current workshop series that will be held in conjunction with the MendoLake FoodHub. Clarification was given about the relationship between the School of Adaptive Ag and the New Ag Collective: New Ag Collective is leasing land from the School of Adaptive Ag, the school is not subsidizing them.

Michael-speaking about Hoop Houses: History includes the county requiring an engineer stamp of approval for hoop houses, ADA bathrooms, a fee for permits, no plumbing or electricity in tunnels, and only the business owners can work in them. Farm Bureau is working on this as well. Michael moves that MCFARM urge the Board of Supervisors to bring the ordinance into alignment with other agricultural counties such as Santa Cruz and Monterey. Second by Sarah. All in favor.

-Michael will provide suggestions and talking points so we can approach our representatives.

Elections: Sarah nominates Alex Nielson for President. Alex accepts. Sarah nominates Sakina Bush for Vice President. Sakina accepts. Sarah nominates Gloria Harrison for treasurer. Gloria accepts. Sarah nominates Lama Nasser for Coastal Member Rep. Lama accepts. No other nominations.

POSTER- Looking at draft by our original poster Artist, Paul Bourgeois. What to change:

-Change "May to October" to "May-October" or each market's exact dates

-Mushrooms too big

-Truck too small

-Change bird to chicken

-Font on top 2 lines a bit funky/casual, change to font on the old posters

-Change bottle of wine to jar of jam?

-Change red font to Mendocino Red (red-brown)

All agree the new poster looks great and the horizontal format is interesting

Officer results: Alex is President, Sakina is Vice president, Gloria is treasurer, Lama is Coastal Member Rep.

Upcoming Events and happenings:

- Fort Bragg has been declared a garden-friendly city

-Michael is holding a workshop next Saturday about starting your own food etc. business.

-Noyo Food Forest is holding a farm to table dinner March 8th.

-Hosting West business program graduates at the Willits .

-Fort Bragg City Hall gave the FBFM an award for a record-breaking year in August

-Lama wants to know if anyone wants to be a part of a discussion with the Mendo Food Policy Council

-Local food guide is being updated and changed to a new website. Good time to update your business' info.

They are planning on publishing a printed copy.

-Mendocino Herb Guild says many people are looking for calendula and thyme. They use these to make salves for people who are homeless.

Julie-Thank you for the great year! Keep growing! Thank you to the new officers.

Adjourned 2:52pm