

2018 ANNUAL MEETING MINUTES

FEBRUARY 25, 2018

Meeting called to order at 10:03am at Redwood Valley Grange Hall

Group is asked to silence phones.

Announcement that Trout and Gowan aren't coming.

Julie Opening: 2017 very difficult and some good things. Deaths, Fire: loss of homes and farms. Thanks to all for support.

Introduction of OC members: Julie, Caroline, Julia, Sarah, Scott, and Angela.

Ground rules: focus on not repeating

Addition to agenda: picking poster at 1:50 moved by Steve, second by Sakina, all in favor

2017 Annual Minutes approved, moved by Michael, second by Sakina, All in favor

President's Report and Fort Bragg Market report: Fantastic year! Missed 2 markets. Beer tasting began at end of season. During winter months it doesn't seem to matter how many vendors there are same money gets spent. Wrote huge article for Farmer's Market Week. Newspaper accidently said market was on Thursday but they made it right. Winter market is starting strong. EH inspection, Robert got dinged for frozen food, didn't affect sales at all. Hot food needed to be time stamped. Ag dept inspected when Julie wasn't there. Increase in ebt, market match, wic, and senior wic. Surveys were good. Sakina added how fun the it is to spin the wheel! Noyo Food Forest will have an Earth Day event at the Fort Bragg Farmers' Market.

General Manager Report: All markets approved accepting supermarket WIC, RV market manager changes, Budget review and meeting setups, responding to proposed hoop house regulations that would harm vegetable farmers that were intended for marijuana growers. Had to respond to city of Willits when they tried to make all craft vendors to get business permits. Assisted with Willits farmers market location issues. Vote and election for Boonville Farmers' Market. Other misc events like Pomo Food Day

Julie mentioned that Scott also attended 2 hr WIC training in Santa Rosa and that she thinks it is good he only visits markets when needed.

Sakina thanks Scott for all he does.

Redwood Valley Market Report by Amanda: Sarah and Amanda started managing day before the season started. Issues with consistent vendors throughout the season. Then the fire happened. 3 regular vendors lost their homes and farms. Exciting plans for coming season. Not sure how missing vendors will affect the market.

Willits Market Report by Michael: Downward trend in sales, loss of vendors. Did temporary move in the summer that led to a rough summer. Sierra took over market while Michael went on sabbatical. Working with city to move summer market downtown. Pleased to report a second winter produce vendor: Yokayo Roots! Encourages farmers to join the market.

Trout from Boonville and Gloria from Laytonville not present.

Julie: Trout working on moving Boonville Market to certified year-round. Trout has great ideas.

Nikki: Trout has really done a lot to clean-up market. Many issues with uncertified.

Steve: feels confident in Trout, thinks market is doing better.

Mendocino Report by Sakina: This season a few days shorter but sales about the same, Trying to keep market looking full and welcoming. 2015 lost 30% of vendors/business. Not sure if there is a need to limit non-ag. Possible move to be discussed later in the agenda.

Ukiah Report by Scott: "Treading water" Even keel year. Wants more vendors. 2015 largest year seems to be largest year. Market has gone down more in vendor days than in total sales. A vendor averaged over \$2,300/week over an 8 week period. Giant fleet of door hangers to go out. Hired a social media specialist.

Hunter: Skating rink bad for market? Will it continue?

Scott: yes. Not that bad, only effects 4 markets

Kyle Burns announces he's throwing his hat into the coastal member rep election but has to leave due to family issue.

Fort Bragg Market Report by Julie: It's cold! Market match and EBT are big! Senior coupons doing good. Facebook page very active. Julie has been doing presentations to groups. Winter Market doing great. Possible Permanent structure for the market outside with roof and no sides. Overall very happy with the market.

Thank you to Amanda for the cake!

Office manager report by Angela: Mellow year. Market managers took work off her hands with vendor apps and CDFA reports. Review of reports and budget summary.

Hunter: Fort Bragg and Ukiah had better years, why did market sales do better but fees didn't increase?

Scott: Bigger farms, stall fee caps. Higher sales, fewer vendor days.

Angela: Huge loss in stall fees from 2016.

Scott: smaller vendors did worst, bigger vendors did better.

Michael: CDFA tax for all vendors is harming smaller vendors.

Julie: commission on smaller vendors \$0.75 for market managers.

Scott: other argument that smaller vendors have same space/advertising/opportunity as big vendors.

Angela: corrections EBT/WIC intake table.

Sakina: There is no Market Match Mendo?

Julie: explained where to report it on monthly reports.

OM Report Cont'd-Angela: Pretty barebones budget. There may be some extra expenses. We either need to generate more income or use contingency fund.

Budget discussion: Larger markets gave smaller markets extra Operating funds. Discussion of different fee change options to balance budget. Postpone voting on budget till after stall fee motion.

Officer Election-Scott: President, Treasurer, Coastal Member Rep. Duties Read.

Member Rep.: Julie Nominates Kyle Burns. All in favor.

Treasurer: Sarah nominates Gowan. Declined. Scott nominates Cathy Boyd. All.

President: Sarah nominates Julie. Accepted. John Johns nominates Michael. Caroline nominates Isa. Accepted. Paper vote: Isa is the new president.

25th Anniversary: Caroline wants to celebrate at the Sundays in the Park! During Farmer's Market Week. Caroline will research stall fees etc. Sakina wants to put out coupons. Newspaper? T-shirts! Canvas bags! Newspaper article by Michael. Ice cream/sorbet flavor. Sarah will bring more details to the OC meeting.

Willits Relocation: Feeling pressure from a vendor and businesses downtown to move market there. There is now no shade in the park and there is a stigma around the market in the park. Polled vendors and put it out for public comment. Overall positive feedback. City has not mentioned fees or permits yet. In a city parking lot by Main Street Music.

Mendocino Relocation: Mendo Arts Center has invited the market to across the street from them. Potential benefits: bathroom, electricity, lawn, stage, art galleries, better parking, publicity and permanent sign, flat street, more room to expand, library, summer residents, high school around the corner. So far all public agencies are ok with it. Main concern is current location on main street very visible and close to foot traffic. It has been in current location for 20 years. Currently waiting to decide till in-person discussion. Gowan and Julie very supportive of the move. Group voicing support to move this year and not wait for next year.

Boonville Relocation: Undecided. Niki doesn't think there'd be a move. Winter market will not move, may be issues with summer market.

12:06 adjourned for lunch.

Back to order at 12:48.

Increase of stall fee: Larger vendors use more space, the existing stall fee structure has been in use for quite a while. See attached proposed options. Group discussion.

John Johns moves to form a committee to explore more stall fee structure options.

Ben moves to increase membership fee by \$10, adopt Stall fee option 2A, and form a committee to propose options to be discussed at the OC meeting and presented at the next GM. Second by Sakina. Paper vote: 13 yes, 3 no.

Committee: Caroline, Hunter, Julia, Ana, Sakina, Ben, Michael

Proposed Budget. Caroline moves as presented with market operating funds redistributed. Second by Ana. 1 opposed.

Marijuana status: Primary question around CBD salves. No cannabis products at markets. There is potential for someone to make CBD salves from industrial hemp and not have to get permits. Any cannabis products would need Track and Trace. Currently no ordinances regarding cannabis products at farmers markets.

Good Farm Fund: Get involved in fundraising! They don't have enough funds to approve all grant applications. Packets ready to go to larger business sponsors.

NCO: Fontane is doing a year-long feasibility study on forming a commercial kitchen, incubator businesses.

Update from Mendocino Organic Network: Mendocino Renegade has many new board members and is trying to get more farms certified.

Poster selection: post#2 with pink flower selected.

Managers need to update their market's info on the website.

Manager's need to update their market's locations and times with Angela in the next 2 weeks.

John Johns, Sakina, Ben, Michael, and Caroline made community event announcements.

Julie: Thank you to Jessie for meat for chilli for lunch, and everyone for trusting her for the last 5 years!

Adjourned 2:35

Meeting had 27 attendees; 21 memberships