

**Jefferson County Farmers Market Association**  
**Board Meeting Minutes, May 14, 2007**

**Members Present:** Karen Lee, Bob Alei, Lori Bernstein, John Estes, Klaus Hintermayr, Katherine Baril, Tinker Cavallaro, Natalie Robinson, Anne Pougiales, Ariane Bertucci

**Members Absent:**

**Staff Present:** Nick Hill, Ruth Ballard, Matt Sircely

**Guests Present:**

Karen called the meeting to order at 4:10 pm at the Quimper Grange. Katherine moved, Tinker seconded to approve the April minutes as amended to add staff present. Motion passed unanimously.

Officer Reports

- **President** (Karen):
- **Vice President** (Lori): Nothing
- **Secretary** (Bob): Nothing
- **Treasurer** (John): Presented financial report. Took \$6,000 out of the CD to cover early season costs. Currently about \$5K in the whole, should break even around July as is usual.

Staff Reports

**Manager** (Nick):

Action items

- Market Status: Things going well. Opening day was 2<sup>nd</sup> highest gross in history, over \$27K – only higher was Uptown Street Fair last year. Good work. May 12 was a good day too - \$21,700 ish. Vendors are generally happy. Farm sales lost only 3% from May 5 to May 12, other sectors lost higher percentages (Some crafters were at a downtown fair on the 12<sup>th</sup>).
- Site Layout: There was some discussion about the efficacy of the new site layout. Nick and Karen will work out a date/time to discuss the issue further with interested parties.
- EBT: In place, not a lot of action. Need to increase our visibility to EBT clients. Natalie offered to put some time into helping Matt on an outreach process.
- Neighbor Relations: Seem to be good, a problem with parking came up with the bus stop being blocked. Nick will meet with police and Transit people on Wednesday morning to discuss things. Nick will suggest getting more busses to the market and adding a bike corral to Badd Habit. Other promos were mentioned – bike to market.
- Name Badges: Would like to get vendors to wear buttons to help vendors identify who is OK for pre-opening sales.
- Rec Center Relationship: Nick is working with the county to get power available on the Rec Center side. Rec center dumpster is getting full before the end of the day on Saturday – twice so far. It may or may not be neighbors. We are not recycling trash well – it all gets lumped into the same trash.
- Kids Activities: Nobody to organize them right now. Nick is looking for someone else.
- Harvest Dinner: Has come up as an alternative to the Farm Tour on alternate years. The idea came up at Landworks meeting.
- Permits: Nick is concerned that a lot of vendors are not in compliance with various permits and licenses and that our permit with the city requires that they be. Nick will compile a list of what things are missing from various vendors.

**Communications & Marketing Director** (Matt):

- Coop Commons: Just went in with a good columns and lots of photos.

- Web Site: Matt envisions a front page geared to tourists. Templates are geared to formulas, rather than excitement. In the front page need a press corner designed for the media, a couple of stand alone pages, and then hook in a template. Matt proposes \$300 from marketing budget to pay Adam at Corona to set up the skeleton of it.
  - Press coverage: Has been good, but they haven't run everything, particularly with Rhody coming up. Both performers made it into the events section.
  - Ads & Marketing: Two sets for opening day and two more announcing EBT. No ads this week (no market). Want to consider when to use the rest of the advertising budget. Matt will work with John on it. Matt also wants to partner with Jefferson Transit on a \$500 ad in the Gathering Place calendar. 1/10 of our ad budget, not out until next year. But we get a lot of coverage from them. Could do a specific appeal for this ad to support the Gathering Place. Various new ads coming up. Looking for other collaborative ventures that promote outreach and education to other parts of the community.
  - Harvest Dinner: Matt is in favor of doing it. Set for August 19<sup>th</sup> at Frog Hill.
  - Marketing ideas: Considering new products: T-Shirts, (that say semi-fresh with a picture of a semi truck), darker colored bags, etc. Cory & Catska suggested "posterizing" the image to be able to print T-shirts. Large poster coming out Wed. Referred details to the MOE committee as long as the plan stays in budget.
  - Jack Olmstead: WSU reporter is interviewing farmers and putting videos up on the web. He wants to expand what he's doing. Bob will be sure that the web site is not accessible to any unauthorized users.
- **Friends of the Market Coordinator (Ruth):**
  - Progress so far: \$1,599 so far, which Ruth feels has been a minimal effort. She senses that email and direct mail is the best source. She'll continue to build the mailing list. Next group is the list of businesses that have posters. Wants to give them decals. Doesn't sense that sitting in the booth is working well. Wanting to spiff up the booth some to make it more aesthetic.
  - Volunteers: Slow, but coming. Registered with district court for volunteer service. Has tried to break up jobs into 1.5 hr slots. Has a list of things that need to be done that can be posted on the web site.

#### Committee Reports

**Finance**: John. Reported as Treasurer.

**Strategic Planning (Bob)**: Met with Ken Meter. Agreed that the location of the market should be decided in the context of a bigger picture vision. That vision should be developed by a broader segment of people, Landworks collaborative and others. Feel a need to accelerate the process.

**Personnel (Bob)**: Did not meet. Will schedule for next month.

**Marketing, Outreach & Education (Karen)**: To meet next week.

**Crafts**: Lori. (had to leave before meeting was over)

#### Old Business:

**501c(3)**: Anne has learned more about what we need to do. Will set up a meeting with Paul Richmond.

#### New Business:

Karen adjourned the meeting at 6:40 pm. Next meeting June 11, 2007 at 4:00 pm at the Grange.

Respectfully submitted,

Bob Alei

Summary of Pending Action Items:

<b>Item</b>	<b>Who</b>	<b>Added</b>	<b>Due</b>	<b>Status</b>
Compile a list of the various licenses and permits that various vendors are missing.	Nick	5/14/07		
Work out site layout issues	Karen, Nick, Others?	5/14/07		
Find someone for Kids activities	Nick	5/14/07		
Begin work on new web site. Make sure current site is secure and talk to Jack O. about blog site.	Matt, Bob	5/14/07		Done
Get our 501c(3) designation	Anne	2/12/07		Working on it
<b>Action items from previous meetings</b>	<b>Who</b>	<b>Added</b>	<b>Due</b>	<b>Status</b>
Look into USDA grant	Katherine send to Nick who will explore	3/12/07	April meeting	
Connect with WSU re: date for Farm Tour	Nick	3/12/07	??	
Document changes to music policy to satisfy neighbors and get more reliable income for musicians.	Bob	3/12/07		
Prepare music banner for stage with publicity for sponsors.	Matt	1/8/07	Pre-Opening	
Offer non-violent communication training to staff	Lori	12/11/06		Lori
Look into getting an affinity credit card	Nick	2/12/07	?	Low Prio