

Jefferson County Farmers Market Association
Board Meeting Minutes, June 11, 2007

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

Members Absent: Lori Bernstein, John Estes

Staff Present: Nick Hill, Ruth Ballard, Matt Sircely

Guests Present:

Karen called the meeting to order at 4:10 pm at the Quimper Grange. Tinker moved, Klaus seconded to approve the May minutes as amended to list Anne as a board member instead of as a guest. Motion passed unanimously.

Officer Reports

- **President** (Karen): Nothing
- **Vice President** (Lori): Absent
- **Secretary** (Bob): Nothing
- **Treasurer** (John): Absent

Staff Reports

Manager (Nick): [See full report](#)

- **General:** RMA (Rapid Market Assessment) is an effort to understand what the public wants, likes and doesn't like about the market as well as collecting other important information. WSFMA has a template for it. Nick will email the template requesting questions that we'd like to see on the RMA.
- **Attendance:** Nick would like to get some help estimating attendance.
- **Vendor vacancies:** Nick proposed that we amend the guidelines to specify what happens to a vendor's spot if they leave for several weeks in a row.
- **Wednesday Growing:** Looks like 18-19 vendors. Nick wants the board to acquire or build a chef's cart to be able to implement chef's demos. Two food vendors plan to sell on Wed.
- **Trailer** is now parked at the Grange. Need a thank you to the Grange.
- **Short term plan:** Nick proposed that we come up with an emergency plan for location if we have to move before a longer term solution is in place.

Communications & Marketing Director (Matt): [See full report](#)

- **Chautauqua trailer:** has some good applications for the market. We referred it back to the marketing committee.
- **Web site:** New version is almost ready to roll out. It will support Paypal and easier management of the information in it. Bob would like to check with John about costs before making a final decision about which services to get.

Friends of the Market Coordinator (Ruth): [See full report](#)

- **Wednesday volunteers** – Graywolf will help setup.
- **Solicitations** – Ruth will be sending out an FOM business mailing to the Chamber of Commerce list (450) soon. Anne proposed that we identify Harvest Dinner as another possible solicitation. This one is slated just as getting business FOMs. Anne also proposed that board members provide Ruth with 10 names each and personalize a form letter that goes to them.

Committee Reports

Strategic Planning (Bob):

- Will present some ideas about how we can get help from the Landworks Collaborative when they have their strategic visioning meeting on Wednesday.

Marketing, Outreach & Education (Karen):

- **Strawberry Festival** for June 23, 2007. Looking for volunteers to pick. Nash is up for it. Tinker will coordinate with help from Karen, Klaus and Natalie.
- **Tshirts** – Matt showed examples of the printed T-shirts in green and in sepia. Matt suggested that we print more now to be sure that we don't run out. Badd Habit will give us the same price either way. They will be sold at the Coop and, hopefully other outlets. We ultimately agreed to print around 75 of each color at this time.

Personnel (Bob):

- Met with all staff and discussed various issues. Things are going very well in general. Staff agreed to meet roughly weekly to coordinate a few details. Matt agreed to create a simple half page flyer for distribution to vendors at the market.

Finance: (John was absent – will present numbers when he returns).

- **501(c) status:** (Anne) Question is which specific IRS code we should try to apply under. Paul Richmond is happy to work with us and has been helpful. Poulsbo market applied for 501c(6) (business league) and got it on appeal. IRS category require that c(3) have 95% of our activities are educational. WSFMA is applying for c(3) and might be able to cover all it's members under one umbrella. Anne will continue to pursue it.

Crafts: (Lori - absent)

Old Business:

New Business:

Karen adjourned the meeting at 6:20 pm. Next meeting July 9, 2007 at 4:00 pm at the Grange.

Respectfully submitted,

Bob Alei

Summary of Pending Action Items:

Item	Who	Added	Due	Status
Generate information that gives a better idea of how we are doing with our budget.	Bob	6/11/07		
Thank you note to Grange for storing trailer	Bob	6/11/07		
Nick will email the template requesting questions that we'd like to see on the RMA	Nick	6/11/07		
Action items from previous meetings	Who	Added	Due	Status
Compile a list of the various licenses and permits that various vendors are missing.	Nick	5/14/07		
Find someone for Kids activities	Nick	5/14/07		
Web site...	Matt, Bob	5/14/07		Happening
Get our 501c(3) designation	Anne	2/12/07		Working on it

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

JCFMA Board Meeting Highlights

June 11, 2007 Meeting

Wednesday Market Opening: June 13 marks the opening day for the Wednesday market. We're looking at a much better turnout as 18-19 vendors including 2 food vendors have indicated that they would participate. As I write this summary, the market has passed and it rained, so the turnout was not as high as expected. Still, we are doing everything we can to strengthen the Wednesday market and appreciate all the vendors who show up – it's a catch-22.

FOM Successes: Ruth has done an excellent job so far getting support from the wider community. The FOM (Friends of the Market) program has generate almost \$1,000 as of the last accounting as well as numerous volunteers. If you know people who have time, energy, or financial resources and would want to support the market, please put them in touch with Ruth.

Vendor vacancies: If you will be absent from the market for several weeks in a row, please talk to Nick. We need to figure out how to make good use of your space and decide whether it works for you to return to the space that you vacated.

Publicity going strong, T-shirts now available: Matt has been working hard to keep us in the news and it is paying off. Lots of coverage in the papers has helped keep us visible. New posters and T-shirts are now available and if the response to the poster is any indication, our new merchandise should do very well.

Looking long term: The strategic planning committee is continuing to work on issues that affect the market over the longer term. Lots of discussions are in the air but nothing concrete has been decided, not even a process! We will be doing some information gathering from vendors, customers, and the public soon to help direct us.

Web site coming: We appreciate your patience with our web site. We have recently upgraded our account to host a more complex and much more effective site that is under construction. Page templates are ready and a beta release is forthcoming. Watch for it soon.

As the season progresses, we are always looking people interested in helping the market with their time, money, or talent. If you or someone you know wants to help make the market soar, please [contact us](#). Our next meeting will be Monday, July 9 at 4:00 pm at the Quimper Grange, Sheridan & Corona Sts, Port Townsend. All members and the public are welcome to attend. See you at the market!

JCFM Manager Status Report, June 11, 2007.

•Overall, the **market seems to be thriving** with its new staff, new configuration, and new season.

•**Staff and Personnel Committee:** Staff are working very well together. With recommendations from the Personnel Committee meeting, the staff will meet on a more regular basis, will develop contingency plans for the unexpected, as well as plans for increased levels of performance, will continue to provide short email and paper newsletters for vendors, and so on.

•Several **records for sales** already this season after 4 market days: Biggest opener, 3 markets over \$22 K, and the lowest early to mid-season sales, last Saturday, June 9th at about \$11 K. Only November, 2006 markets were lower. The running sales total after June 9, 2007: \$105 K, as compared to 2006: \$114 K.

--As we know, revenues are an important measure of the market's success, but they aren't the only measure. In fact, beyond attendance, we don't know week to week, or over the season, how the market is doing in terms of other measures, or even what those other measures are. So we need to do a Rapid Market Assessment or **RMA**. We will introduce this survey system by making every effort to begin before the end of June, 2007 with a question or two—yet to be formulated—and then complete a more extensive RMA in mid-late July. **Action needed.**

•**Estimated attendance:** A year ago, I reported 500-800 at each of the markets to that date. I also reported last year: "At the June 3rd market, there was a visible dropping off after 12 noon, in the sunny weather." The same thing happened June 2, this year, not helped by the early departure of musician Linc, and an "open" mic after about 12:30pm. But before that we had great sounds and the presence of Eric Utne. Attendance this year has seemed to be greater than last, but I hasten to add that I haven't been able to measure it, even with the clicker, because of other demands. More below. I'm hoping to get a volunteer to do the count, using the egress system. **Needs volunteers.**

•**66 vendors**, 7 non-profits, on record

--26 growers: 3 new this year; 4 reclassified as growers.

--7 food vendors, 1 new.

--8 processors: 1 new; 1 new owner; Heliotrope struggling to come back.

--22 crafters: 3 new; 1 rejuiced. Of the new, 1 has dropped out until the fall, the other is occasional.

•**Site Matters**

The site can comfortably handle **62 booths**, which we were set to do on June 2, but late cancellations reduced that number. For all practical purposes we can take only a few more vendors, and at that, only ones with minimal needs for power. Our city permit allows us to continue down Tyler St., but the street begins to drop off after space #23, and it's doubtful if any farms, food vendors or processors, the only categories open for selling at market, will willingly go there, with the exception of Heliotrope and Nash.

--**Continuity of vendors in one spot.** The site layout constantly changes, making it difficult to put into place the principle of continuity in a spot as opposed to bouncing between "good" and "bad" spots. When a regular vendor has a planned absence, I can fill in with a non-profit, sort of as a place holder. However, if the regular is absent more than 2 Saturdays, that's enough time for a replacement vendor to be known to customers at that spot. The board could decide to modify the guidelines to indicate that an absence of more than 2 weeks means that the absent vendor will have to take a different spot on return, and after two markets—enough time to inform customers—return to the original spot. **Action required.** See Internal Marketing below.

--Vendors seem to be satisfied with the site layout, and a number have said they liked the site map, available before market day via email and available on the website. I have used the site map email as an occasion to inform vendors of pertinent matters and will continue to do so, adding a periodic brief, paper copy for distribution on site. There have been no customer complaints about the site layout, after the initial few.

--I have taken pains to mount the day's **layout** as a map displayed in the middle of the market. Matt and I have plans to make the map more user friendly. See Internal Marketing.

--**Mid-Late season:** I plan on having Nash's big wagon close up the market at the Clay St. end, with Heliotrope, perhaps, agreeing to go in center row #19, Nash's current spot. If we can hold to this layout, there will be

farmers, literally throughout the market site, and there won't be the previous disruption of all sites on the Lawrence / Community Center end of the market in mid season with the arrival of Nash's big wagon.

•**Wednesday Market: June 13, 2007 with 18 vendors possible.** 13-14 growers represents an increase of 2 from last year. Two new food vendors are planning to serve and Heliotrope might swing it by then, and that would be 18-19 vendors. Kid entrepreneurship is encouraged and there may be some kid's activities around Maddie Rose Farm's little horse Willie. We do plan to reinstitute chef demos, but we have no chef cart. **Action required to acquire or build a chef's cart.**

Internal Marketing: To personalize the market and its vendors and to increase the awareness of shoppers so that they don't just go to favorites, or just go to visit with friends, I have worked hard to display the site map at the market site, mounted on an A-board with a sign for MAP attached. I have also labored to supply name tags for each vendor's booth and I'm still trying working on that. Some vendors have said they'd make their own badges, which is the best possible result, in my view. Volunteers now each have a name tag. People generally seem to like the idea that they can know the vendors by name. This system also helps Java Gypsy not to sell before hours to non-vendors.

--**Marketing Workshops:** I'm working to set up a brief series of get togethers for vendors to experiment with ideas for increasing the effectiveness of their display. All of us get involved in some way in this kind of thing, of course, but in order to make your business into a "magnet," rather than feel wedded to the notion of good and bad spots, goldsmith Tim Lambert and Beth Norris, Moosedreams Lavender Farms, have tentatively agreed to make a presentation. Look for more on this soon.

--**Focus on vendors:** with Matt's help, we are planning to design a way to call attention to vendors on site, with pictures and text, in order deepen the customers' knowledge and understanding of all that's involved in bringing wares to market. This information can also be used on the website, and for display at the Food Co-op, for instance. We'll start with growers and move on to food vendors / processors, etc.

•**Liabilities: electric power and cords, and parking / unloading issues, D & O insurance.**

--Electrical cords across the street and the sidewalk in front of the Senior Center and Pan d'Amore remain a hazard. John Burbank, Java Gypsy, quite awhile ago made a proposal to the County to install an electrical box on the front of the Community Center—the Senior Center is the lessee—that would allow him to use his 220 W system, as well as accommodate several 110 outlets. I have supported this proposal, and even assured him that the market would share the costs of installation. In the interim, he's gotten no response from the County regarding his eminently reasonable proposal.

--I recently got a copy of Senior Center Board President, Eleanor Watson-Gove's reply to John Fischbach, the Country Administrator, in which he requires that the Senior Center no longer allow power to be taken from the front of the building—a copy of her letter will be available at the board meeting. I attach my letter to him, in which I state the market's support for John Burbank's proposal. Subsequently, Cape Clear contacted Fischbach personally and got a temporary permission to use the power from the Senior Ctr. on June 9, 2007. With Matt's help, we have the ability, in future, to use power from Wind's Eye Design. No further action is anticipated until an official reply comes from the county.

--Friction with JC Transit and PT Police:

--Unfortunately, there was one more run-in between the Transit Co's bus drivers and market vendors in recent weeks. I had a meeting with the City, the Transit Co., and the Police Dept. to try to resolve the issue. I sent an email newsletter with the site map before June 2's market, in which I outlined the need to set up differently in order to avoid violations. So, we are now trying out a loose system of unloading by **time zone**. Not everyone complies, but I've heard comments that unloading and breaking down seems to be going smoothly.

--Since then I've heard of no more incidents with buses, thanks to more than one vendor taking pains to change how they set up. I anticipate no more trouble on this score. Some have viewed this as another instance of how the City wants to kick us out of Uptown, but that's overblown, in the short term anyway, because the city could simply deny our permit. The longer-term, larger reality is that our time Uptown is limited. See **Strategic Planning**.

--**D & O insurance** is on hold, I learned Friday, June 8, 2007, apparently because of the matter of not having tax exempt status, 501 (c) X. It may be that a higher premium will be required, but as of this writing I haven't been able to speak with the Peninsula Insurance agent, Ed Davis.

--**Tax Exempt status:** Ann set up a meeting with attorney Paul Richmond, May 31, to lay out the plan, basically to first determine which category to apply for. In the meantime, I approached the IRS for clarification and sent out a query to the WSFMA listserve. I have learned that 501 c 3 status requires 95% + activities geared to educational goals, and that Poulsbo and other markets, after denial and successful appeals, have been granted 501 c 6 status, as a business league. It remains a mystery why some markets have been able to get c 3 status. **Ongoing need for attention.**

Strategic Planning: Just a note to the committee's report: It seems clear that the pressures of market growth uptown are causing problems that will not be able to be ignored. I want to suggest that Strategic planning be seen as two-fold: one short term, emergency plan for an alternate site as early as 2008; and the more duly constituted planning for a permanent site. **Action Required.**

EBT / Tokens: After numerous requests, I learned on June 1, that our wireless POS machine won't work effectively because the market site is in a "fringe" area, meaning that the signal bounces in the fringe between two towers. Since we've had only a few requests, I've handled them by the cumbersome system of calling in approvals on a cell phone. However, the number of requests is slowly increasing—we've completed transactions for more than \$150 to date—and we will have to make other arrangements. Bob and I believe we can run an alternate wire from the office phone in order to have a landline POS machine at the market booth. That will need to be in place before the end of June, or I'll go noodles.

--\$1 tokens are working fine. I'd like to be able to offer customers a little bag with \$10, or \$20 dollars of tokens inside. Ongoing project.

--\$5 tokens for any customer purchase will be coming soon, probably by June 16th or June 20th markets. The launch may accompany a special poster signing or sale: Buy a new poster (\$15) with the new tokens and use only two of them! (limited time offer)

•**PTFM booth:** We now have much to display at the market booth, and Ruth has risen to the occasion by engaging several new volunteers to help. It's an evolving display, because we have more merchandise yet to come.

•**Banners:** the city permit for banners placed on PSE utility poles only allow them to be put up for 54 days, beginning June 23, 2007. Hansen Electric no longer provides this service. I was directed to the city for a referral to the person now doing it, but he's so overbooked that he won't even respond to the city's requests. The large banner for Memorial Field falls in the county's jurisdiction, but can be put up now. **Action required** to put up banners later in June. I may be able to do it, with PSE permission, but ...

•**Kid's Activities: Needs attention.** The only offer we had has been vacated.

•**Dogs:** We've had no doggie incidents thus far, that I'm aware of, though we have had a couple of complaints. I give the standard response: It's a public street and we can't ban dogs as a result. Since this matter comes up on a regular basis, though from only a handful, I queried the city again about banning dogs. If the board wished to make a formal request to the city, there is the chance that permission would be given to ban dogs. Clearly a topic for the **RMA. Possible action required.**

•The market trailer is now parked at the Quimper Grange. Much obliged to them. **Action required: letter of thanks from board president?**

JCFM Communications and Marketing Coordinator Status Report, June 11, 2007.

Merchandise

a) Shirts

We have 240 shirts, all sizes including women's fitted T's. I aim to print half of them now and half of them again in July or August, based on sales and consumer preference. They are all organic cotton, US sewn by American Apparel. We will have proofs any day now, perhaps by the meeting. I aim to print 40 flora shirts with the berry quote on the back (we are still confirming the detailed language and citation) and 40 of the Gaia image in one color - both earthy green on off-white and another color to be determined, perhaps brown or an earth red. I can send proofs to anyone interested in signing off on them. Badd Habit cut us a great deal on them - essentially case pricing for lower amounts, knocking off about \$2 per unit.

b) Bags

We have 250 organic totes from Western Textile and Manufacturing in San Rafael, CA. I stopped by the office and warehouse while in California last week, and saw the photos on the wall of the owner's father and grandfather (who started the business). It's one of six companies to survive the flight of textile manufacturing to Asia. He only uses Texan cotton, after testing the 'organic' fabric from China. They are sewn in San Francisco. "You will not smell the sweat of children on our bags" is his quote. They have organic black fabric for 50 bags, and i am asking them to design an over-the-shoulder bag with a simple inexpensive design for printing in the next batch.

I plan to print 90 Gaia full color and 90 Flora full color, so we can have some left over for reprinting later this summer, depending on sales. With shirts, black bags, and the leftover totes, we'll have enough for the discounted printing later this year in the quantity of 250.

c) posters

The Gaia posters are out. I adjusted the type below at the request of the printery so it can read easier than CC Ench's design, while keeping with their original intent and background. CC Ench put many hours into setting up our merchandise for printing, saving expensive design and setup costs (with a better final product with the artists' touch). For this, they request a few of each product to give as gifts. We printed 1,000 rather than 500 because the cost was essentially the same. Our per unit price on posters is under 1.20.

d) Karen's rack looks great!

Website

Adam, Bob and I have been moving forward on the new website, soliciting great advice from savvy friends and professionals. My initial design looks like it will work, and I can't wait to plug in the content. We anticipate using Website Baker, a content management system that is easy to interface with. Quick links to important site areas and market partners will be featured. As part of this, we anticipate upgrading our web plan from a basic to professional package with Olympus.net.

Advertising

I ran an ad in the Leader's Local insert. Full color 1/4 page for \$119 is a good deal. any time we can use Gaia in color is great! Full color is also free in the Health and Wellness guide.

Similarly, the PDN wants to do a similar free color ad in a lavender festival publication that also goes to King County. this one costs 200. I believe there is a deal where we can package together an appearance in two other publications for savings, but I would like to check with the budget before doing much more of this.

Gathering Place has offered to let us pay 250 this year and 250 next year for sharing a banner with Jefferson Transit on a summer page in next year's calendar. MOE decided that it was a good idea to support Gathering Place, keep our good relationship, and reach out through 3,000 calendars. Please keep it under wraps that they are letting us pay half later, and offer feedback to me about these decisions.

I would like to set aside some funding for collaborative Buy Local ads with the coop. Katherine proposed it and Briar may be

apprehensive, but I think we can work out a great arrangement that helps both organizations save while spreading the word and visibility. Input into what collaborative ads could look like is also encouraged!

Music

In some ways, it's been a tough month for music. Some of our bands have cancelled two days before (or less). The wind blew the tent into the speaker and knocked it over yesterday. I opened it up, replaced the fuses, and checked it out. the circuit board looks perfect, but the power transformer is heating up. It is likely that that is the only part that needs to be replaced, but it's still one of those unfortunate, unpredictable events. For now, we can operate with one speaker while i contact mackie for service.

Two mic stands have also gone missing. Although we anticipate finding them at the coop or with a local musician, it reinforces the need to have an accounting sheet and better organization of the system.

The music schedule for this and next month is really looking great, though. Very exciting from here on out.

Chautauqua Stage Trailer

The New Old-Time Chautauqua has offered to donate their stage trailer to the market. This is a true nugget of PT history. It travelled with Chautauqua for years, but they don't want to take it on long hauls anymore. A stage folds out of the side, and a larger one can be added for larger performances.

The trailer is structurally sound with good wiring, but needs to be cleaned of old props and painted with some primary coats. Nick and I have discussed how to approach this opportunity by organizing a work party at my house for cleaning and painting, then finding an artistic director to supervise community oriented mural work on the sides.

Besides suiting (part of) the market's mission by creating space for community events, the stage trailer could become an integral part of the market in the event we need to move from uptown. It can also help define the space at Wednesday market and at special Saturday events.

Joanne would like to attend the board meeting to share pictures and introduce you to the trailer. Chautauqua also asks that it be called 'the Chautauqua Stage' and be open to their use in the future if they would like to use it locally. I can park it at my house during the phase of clean-up.

Press Releases

The most recent press release featured Tarboo and Chica's Kitchen for opening day - a perfect example of how generating vendor profiles can make high-quality press releases easier - i went to tarboo last tuesday. Check the Leader on Wednesday, and look for it in the PDN.

I also got a great image of Jovi of Tarboo in the Strawberry patch - perfect for release to the papers in advance of the Strawberry festival. I will aim to do major press releases every two weeks, as to not overwhelm them.

Design Work

I designed the wooden nickel image from the 2002 farmer looking down logo. It's nice to have affordable original artwork. Without the 5 or 6 hours I put into it, It would either be too expensive, or we'd be using a prefabbed image. To me, it seems like a good use of time, even though i'm not the fastest designer.

Rack Card is at the top of my list. Other things seem to get in the way priority-wise, but I am ready to move on it. Let me know if you would like to receive proofs to check them out and offer feedback.

On-site signage is also in the works. The goal is to design a large, colorful map with numbers that correspond to vendors. I feel I need to do the rack card first. Once our products hit the booth, i'll redo the pricing sheet too. Ruth also wants thank you cards, which will dovetail with the rack card project.

JCFM Friends of the Market Coordinator Status Report, June 11, 2007.

Volunteers –

Made contact with Gray Wolf Ranch and hope to have their help with Wednesday market set-up. They are not available on Saturdays or after 5 p.m. week-days.

At the high school, I spoke with the secretary who passed on my request to student clubs for assistance. Not likely to get help since school is out.

Wrote detailed description of break-down tasks. Composed "Market Booth Volunteer Guidelines" and distributed to Saturday market volunteers.

Met with new volunteers and trained them at the market booth.

We now have volunteers for most of the Saturday market shifts. I'm still working on volunteers the end of the day shift (1-2:30 p.m.) but have some of those covered. Wednesday market prospects are looking good.

Market –

Put together a nice look for merchandising at the booth with free or inexpensive supplies.

Staffed the booth for some time at most of the Saturday markets. This is to get a feel for what goes on, meet and train the new volunteers and meet the vendors.

FOMs –

My collections have been \$985 so far. Additional donations were received between January and March. A few donations are made at the market, but most have come from direct mail or e-mail requests.

Contact with the current Friends of the Market this month was a reminder of Wednesday market opening and Strawberry festival. Also contacted \$100+ donors and offered them one of the new Garden of Gaia posters as a thank you.

Will be doing a solicitation of businesses next week with the Chamber of Commerce mailing list.