

Jefferson County Farmers Market Association
Board Meeting Minutes, September 17, 2007

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

Members Absent: Klaus Hintermayr, Tinker Cavallaro

Staff Present: Matt Sircely, Ruth Ballard

Staff Absent: Nick Hill (vacation)

Guests Present: Karyn Williams

Karen called the meeting to order at 4:15 pm at the Quimper Grange. John moved, Ariane seconded to approve the August minutes as written. Motion passed unanimously.

Officer Reports

- **President** (Karen): None
- **Vice President** (Lori): None
- **Secretary** (Bob): None
- **Treasurer** (John): John presented a comparison with last year. Market sales are very similar but merchandise and FOM income is way up. Other items look good. Net income looks like \$9,315...but it's still unclear whether we need to pay Enschede their last installment. John will check. Still have \$6,000 of capital expenditures not spent, \$3,000 of advertising plus all the salary expenses. Just spent roughly \$1,250 on merchandise and income will start going down. John projects a net income of around \$3,000 by year's end. He just moved \$10,000 back into a CD. Due to activities that fall after the end of Ruth's current contract (November 1) John moved **that we extend Ruth's contract through Dec 31, 2007 at her current rate.** Ann seconded. The motion passed unanimously.

Staff Reports

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

- **D&O Insurance** - \$1,000. John moved **that we purchase D&O insurance through Conover Insurance.** Katherine seconded. Motion passed unanimously.
- **Sandwich King** – Need a policy to deal with vendors who want to use generators.

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

- **Harvest Dinner** - Income from Harvest Dinner will be devoted to exploration of a permanent site. Strawberry festival income is being spent \$100 at a time to rent the chef's cart. Dinners are on October 1 at Corona/Dundee, October 20 at Laurette's, Nov 6 at the Fountain, and Dec 9 at the Coho. More in Matt's report. We agreed to try to reduce the price to the first one and have higher prices for the later ones (with smaller capacity). Press release is planned for 9/18. Tickets for all the events will be available at the market by Saturday, Sep 22. Ruth suggested a discount for FOM or some sort of preferential treatment. The board decided not to reduce the price but give them an early option to get tickets. We assigned board members to work on the dinners: Corona (Bob, Natalie), Laurette's (Ann, Lori), Fountain (Karen, Ruth), Coho (Katherine, Ann).
- **Chef's demos** - we've done only one, income was only \$30, though it felt good overall. Laurette does not like the rented cart as it is not good for demonstrations. Matt suggested that there may be better ways to market them.
- **Totes** – new printing of the totes has much brighter colors that we don't like. We have about 60 more of the bright ones but will shift back to the original colors for the remaining print batch.

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

- **FOM Board Member Lists** – Has lists from two board members. Needs more. Want to have the 501 status clear before moving ahead.
- **Marketing Ideas** – Eliot Coleman coming Dec 5. Katherine will meet with the MOE committee to talk about ideas about how we might work his visit into our annual meeting and other possible marketing efforts.
- **Merchandise at Harvest Dinners** – Yes!

Committee Reports

Strategic Planning (Bob):

- **Vendor survey** - Bob presented the results of the vendor survey. Next step is to consolidate the results into a draft set of site specifications. Be sure to include the needs of the market organization proper. After board approval of the specifications we will decide where to go from there.

Marketing, Outreach & Education (Karen):

- See Matt's report.

Personnel (Bob):

- Personnel committee did not meet but staff had three meetings. Communication seems to be improving and there were no issues identified.

Finance: (John).

- See Treasurer's Report

Crafts: (Lori)

Old Business:

- **501(c)3x** – Still a question of which type of status we want to go for. Mark Bowman, of Shoreline, urged us to go c3 since there is more money/support for that. Poulsbo has c6 but had to get it on appeal. Cannot currently say anything about our tax status – only that we are a non-profit.

New Business:

- **Support for Nick** – Katherine suggested that we define a “backup” plan for Nick in the event that he needs help on a market day.
- **Slow Food** – (Ann) They are now a “convivium” (chapter) of Slow Food USA. Next meeting is a potluck on Sun, Oct 28 at 6:00 PM Alderwood Bistro in Sequim. Board members are invited. Ann sees the two organizations as synergistic.
- **Farm Tour** - Sun 10-4 is Farm Tour, including Bishop Farm. Leader supplement comes out on Wednesday.
- **Kids Day** – Andy Mackie wants to do it on Sep 29. Natalie will do some things with him.
- **Film Festival** – We need to talk to them about how we might overlap or be synergistic. Matt will talk to them
- **Pumpkin Festival** - 70 Girl Scouts from Port Angeles want to come to the festival. Matt will check with growers about who can supply them.

Karen adjourned the meeting at 6:30 pm. Next meeting October 8, 2007 at 4:00 pm at the Grange.

Respectfully submitted,

Bob Alei

Summary of Pending Action Items:

Item	Who	Added	Due	Status
Revise draft of Permanent Site Specifications to include vendor survey results. Approve with board.	Bob & board	9/17/07	10/17/07	
Create policy on generators	??	9/17/07		??
Harvest Dinners – Matt to work with board members.	Matt & Board	9/17/07		
Get our 501c(x) designation	Ann & Paul Richmond	2/12/07		Working on it
Action items from previous meetings	Who	Added	Due	Status
Send contacts to Ruth for FOM direct mailing	All Board Members	7/16/07	8/3/07	
Document Strawberry Festival procedures and store with permanent records	Karen, Bob	7/16/07		
Check on DSHS advertising of EBT	Nick	7/16/07		
File IRS tax return	John	7/16/07		
Generate information that gives a better idea of how we are doing with our budget.	Bob	6/11/07		Continuing
Nick will email the template requesting questions that we'd like to see on the RMA	Nick	6/11/07		
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	5/14/07		Launched. Improve content
Look into USDA grant	Katherine send to Nick who will explore	3/12/07	April meeting	
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		
Look into getting an affinity credit card	Nick	2/12/07	?	Low Prio

JCFMA Board Meeting Highlights

September 17, 2007 Meeting

Market continuing its strength: Sales continue to be strong and somewhat higher than last year. Farm sales are down overall due to fewer vendors but average sales for a vendor per market are up from last year. Craft sales are much higher than last year, making up for the decrease in farm sales. Merchandise sales are way up from last year thanks to a big effort by Ruth and Matt.

Harvest Dinners Coming: The market will host four Harvest Dinners at various locales around town featuring some of our finest local chefs preparing our finest local food! Join us for one or all of the dinners below:

- Monday, October 1st at Corona Farm and Dundee Hill Center, featuring Beth Johnson of In-Season Catering, Corona Farm, Frog Hill Farm and Cape Cleare Fisheries and more at 6:30 p.m.
- Saturday, October 20th at Sweet Laurette's featuring Laurette McRae, Dharma Ridge Farm, Ananda Hills Farm, Finn River Farm, Mt. Townsend Creamery and more at 6:30 p.m.
- Also, look forward to Harvest Dinners at the Fountain Cafe on Tuesday, November 6th and at the Wild Coho on Sunday, December 9th.

Space is limited for some of the events so get your tickets soon from the Food Coop or at the Market. For more up to date information, see the Events tab at www.ptfarmersmarket.org or call the office at 379-9098.

Looking long term: The strategic planning committee's vendor survey results are in. A complete summary of the results will soon be available on our new web site.

New web site up: Our new improved web site is up and running, though we still have a ways to go to replicate the full functionality of the old site. Check it out at www.ptfarmersmarket.org.

Extended contract: The board decided to extend Ruth's contract from November 1 through the end of the year to make use of her exceptionally effective work during our late year activities. Thank you, Ruth, for helping to make the market such a great success.

The complete minutes of the meeting can be found on the web site on the Board Activity page under the About the Market link. (once we get it set up...)

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, October 8 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!

Current State of the Market

A state of the market follows first, and further below are items for discussion and/or action.

- **Uptown Street Fair:** With a little help from our friends and board members, Karen and Bob, we pulled it off. It wasn't a record day for revenues, but seemed to be enjoyed by most, and sales topped \$27K, not too bad, in view of the rain at 1:15 pm. I made maps of the three locations, which may have been somewhat helpful, but there was last minute jockeying around nonetheless. My recommendation for future UPF's: don't have craft vendors move North of Lawrence St. They could stay on Tyler to the south of the Arts Guild, and even continue on past the Clay St. intersection, and do as well or better than North of Lawrence.
- **Electrical power** on Tyler St. still pending.
- **Chef's Demo with Laurette:** Wed. 8.22.07. Used Rick's salmon cart for \$100 rent to Rick, and \$80 to Sindi for set up, break down, and transport. Donations amounted to \$30. Laurette regaled a crowd of about 30 (with comings and goings), from 4:30 till 6 pm, with small tasting dishes made from items she selected that afternoon at the market, including some shell fish from G & R. Very professionally done and tasty too. I presented her with a thank you card (supplied by Ruth) and a gift certificate to the Rose. I had to cancel the final chef's demo scheduled for Sept. 26th because of its proximity to the first Harvest Dinner.
- **Banners:** Still up, though the PT Film Festival is supposed to have their banners up by now. I did tell Nancy Sandler about the new situation and that Power Trip Energy had put ours up.
- **Needs improvement:** Staff has had a couple of regular meetings. Things are going pretty well, though communication at this busy time of year is one of the areas for more attention.

Needs Action

- **D & O insurance:** Still pending. We have a quote from Conover Insurance of approximately \$1000, what we were originally told it might cost. I urge the board to purchase this insurance for the protection of us all.
- **Letters to the Editor** and the PT Leader: I urge the Board to consider how to deal with reporting about the market that isn't factual or even-handed in terms of editorial policy. This concern arises from the Ian McFall response to the Board letter and from the later article about the Port Ludlow market about which I wrote a letter to the editor (9.12.07 edition).
- **501(c) X** status is also still hanging fire. Ann and I have spoken briefly and I just got an email from Paul. He's been in contact with John Pyles (Poulsbo market) who sent a document I hope I remember to attach. Paul also has a query for the Board: "I was unclear as to all the specific reasons the PT Farmer's market is wanting to accelerate their application - from the meeting last week it seemed that there might be several competing reasons - reasons that could lead to several types of applications. Maybe a list that articulates the specific reasons could be put together - I tried emailing a request for this after the meeting and not sure if it went to the right address as I didn't get a reply. Let me know if you want me to continue working on this, or if you want to hire someone - I think it would be a good thing to start putting the application to paer (sic) soon".
- **Further RMA results:** customer spending averages less on Saturdays than on Wednesdays. I'm not claiming though that the results are statistically significant.
- **Harvest Dinners:** I have already been urged to start a waiting list for one venue and, given the complexity of ticketing and other details, it seems to me that MOE needs to be more actively involved. The word is out, on the website anyway, so how do we handle the request for tickets and other details?

Website

The new website has launched. Please check it out and see if there are any errors or mistakes in the wording. This will be an ongoing process of building and deepening the website with many features. It's easy to create new pages now, so keep the ideas coming and we can develop it over time.

The weblog can serve as a way to help customers connect with vendors, and for those in the sustainable ag community to construct a meaningful dialogue. Charlie (formerly of Wind's Eye) recommends the program 'word press' to construct our blog. The paypal link will be live this week, along with a developed merchandise page and donation spot on the friends of the market page.

More pages coming: Recipes, Vendor Profiles, Board Page (top priority).

Harvest Dinner

Participants are excited about the Harvest Dinner Series. Dates are: 10/1 (corona), 10/20 (laurette), 11/6 (fountain), 12/9 (coho)

My approach to the Harvest Dinner series has been:

- 1) we're trying something new, so i'm letting chefs and hosts have creative space to design their own event
- 2) it's important to compensate growers for cash crops while encouraging the friendliest price they can muster. expenses for the hosts are also present, but time and often space is donated. The goal is to keep production costs about 1/3 of what will come in. do we want to run an ad? I think a good article will be more effective (and cheaper)
- 3) promoting the two october events together in the papers, then doing the nov/dec events. One poster is good for the whole series.
- 4) we should give interns and market volunteers first crack at the opportunity to volunteer for the events.
- 5) beth's suggestion that a \$75 price will enable us to give out low-income tickets and have an army of volunteers. she remarked how the centrum gala successfully utilizes many volunteers to make the event go smoothly.

The press release goes out on wednesday. I'm currently rounding up the details, have participants conversing on email, and am getting ready to finalize tickets that highlight the unique character of each event.

Merchandise

The transfer machine broke at Badd Habit, so we ran out of bags for a time. After they got the new machine and printed the rest, I ordered 250 more organic totes, which have arrived and are printing.

Cory and Catska are ready to submit a design for the black bag. While I would have liked to see these done, the designer at badd habit is not familiar with photoshop the way cory and catska are (world class digital artists that they are), so it's worth the wait.

The T-Shirt shop will sell our shirts on consignment. Coop is considering this too. Badd Habit is printing more XL and XXL now.

Karen asked to revisit the Flora design and color balance. This has long been my sentiment, but I deferred to the collective decision of the group. So any comments are again welcome regarding the flora tote.

I found the quotation Katherine spoke of. It's actually from Jim Hightower. So do we want flora shirts with a quote on the back? It would be easy to do.

Ads

We ran ads in the (Leader) wooden boat guide, farm tour, PTFP and (PDN) fall/winter visitor's guide and best of the peninsula

Farm Tour/Coop Commons submissions

A theme for me these days is getting the story out about struggling farmers due to weather and other concerns. this ties into the Harvest Dinner fundraising appeal and counters some of the strange language coming out in the Leader letters page.

Banner/Sponsors

I propose that we solicit money for musicians when gathering sponsors for the stage banner. Many bands do well, but there is still a lack of understanding among vendors that 1) musicians are not paid by the market and 2) vendor tips are the bedrock of musician pay.

I think that it would be best if we had funds to actually pay bands like other markets do. I think we could round up about 2,000 for this purpose - or at least do the best we can.

Fall Wooden Nickel Special Offer?

I would love input into running a special offer of 10% off a \$100 purchase of wooden nickels. This would introduce the wooden nickel and encourage deeper commitment among customers. the rate of lost nickels would probably land us in the black after the season, but if it cost us something to help people get accustomed to spending more at the market, then it seems positive as well.

Letters to the Editor

I was pleased to hear that Robert Greenway has written a piece which will run as an opinion in the leader soon. It focuses on how difficult things are for growers - how positive numbers are deceiving. I think it's important to build awareness about how important it is to support growers.

FOMs –

The Chamber of Commerce solicitation brought in 7 new business supporters and \$325, a pretty small return. My guess is we probably came out a bit ahead of the total printing and mailing costs. We may have received something from the Food Coop, but their inquiry about our non-profit status put a damper on that possibility.

I received contact lists from two board members for personalized requests for contributions. I have held off on preparing those requests hoping that we would get more clarity on our tax status.

Volunteers –

All in all, the volunteer situation for market tasks is very strong. We have a good, regular staff that seems to be enjoying their time with the market and, I hope, will be back next year. Ted and Jan (who have volunteered almost every Saturday from 9:30 to 11:30) will be heading south for the winter at the end of September. Please stop by the booth in the next couple of weeks to thank them personally for their time. In fact, any time you can thank any of the volunteers, please do so. That kind of recognition means a lot to them.

After the ads for new volunteers ran in the PDN and Leader in August, I received a couple of calls, one of which has resulted in a pretty regular volunteer for the break-down of Wednesday market. After Wednesday market ends, we are hoping to entice him to work the Saturday market breakdown. We also have had a couple of people stop by the booth and offer to help.

Market –

Totes still top the charts in sales, although August probably doesn't look too good because of the few markets when we were out of totes due to printing problems. The Wooden Boat Festival weekend was close to a record for total sales (more than 30, I think). T-shirts and posters are selling, but numbers are lower than earlier in the season.

I think we have come up with a nice balance of merchandise and information at the booth over the past two months. A change in table set-up allows us to put merchandise at the smaller corner table up front and seems to be encouraging tote and t-shirt sales. We are then able to showcase information on most of the large table.

I am still setting up the booth and merchandise display for the Saturday market and staffing the booth when there is an open slot to fill or when I'm having so much fun I just can't leave. For late August and September, I have been able to show up for the last hour or so of the Wednesday market and help break down the info booth if I'm needed.

There's a bit of work involved in keeping the merchandise and materials organized and ready for sale (rolling posters, endlessly re-folding t-shirts, etc.) that I have continued to do throughout the season.

Other –

I have taken a full-time job at the Port Townsend School District special education office that's keeping me pretty busy right now. I am trying to ensure that I am keeping up with my commitment to the Farmers' Market at the same time. It's a challenge!