

**Jefferson County Farmers Market Association  
Summary of Pending Action Items:**

<b>Item</b>	<b>Who</b>	<b>Added</b>	<b>Due</b>	<b>Status</b>
Get DSL/ cell phone	Wendie	3/10/08		
<b>Action items from previous meetings</b>	<b>Who</b>	<b>Added</b>	<b>Due</b>	<b>Status</b>
Follow up on Fort Worden Proposal	Bob	2/11/08		
Follow up on multi-year permit uptown	Bob	2/11/08		
Order hard drive for office computer	John/Nick?	1/14/08		
Upgrade to Quickbooks	John/Arran (knows a cheap source)	1/14/08		
Get a written rental agreement for office	Nick?	1/14/08		
Follow up on cooperating with Library on healthy food initiative.	Education committee	1/14/08		
Create policy on generators	??	9/17/07		??
Get our 501c(x) designation	Ann	2/12/07		Working on it
File IRS tax return	John	7/16/07		
Compile a list of the various licenses and permits that various vendors are missing.	Annual task	5/14/07		
Reinstate Kids activities	New manager task	5/14/07		
Web site				Ongoing
Prepare music banner for stage with publicity for sponsors.				

**Jefferson County Farmers Market Association**  
**Board Meeting Minutes, March 10, 2008**

**Members Present:** Karen Lee, Bob Alei, Lori Bernstein, John Estes, Katherine Baril, Nick Hill, Ariane Bertucci, Arran Stark, Karyn Williams

**Members Absent:** Anne Pougiales, Craig Weir

**Staff Present:** Wendie Dyson

**Guests Present:** Haley Olson, Dora Whittaker

Karen called the meeting to order at 4:10 pm. John moved and Karen seconded approval of the minutes for February. Motion passed unanimously.

Quilcene Farmers Market: Dora Whittaker is working in Quilcene to keep their market open. The guy who coordinated it last year got sick and can't do it this year. The market is in limbo. She's open for ideas about ways that we can support the market. Signage and site exists – Windemere lot includes power (no cost). They have one dedicated Brinnon grower (plants), three dedicated growers total. We can't offer insurance since the cost is per site. But they could come under our WSFMA umbrella and avoid dues, if they want to follow those guidelines. They don't want to restrict. We encouraged them to do their market at a time that does not conflict with the PT market (Sat 4-6?) and to develop a lot of local community vendors, not necessarily limiting to growers.

Haley visited to offer her services to a committee. She agreed to serve on the Vendor Relations committee (see below under Staff Report).

Officer Reports

- **President** (Karen):
  - Met with Matt who signed his contract. He'll do music and some press releases.
- **Vice President** (Lori):
- **Secretary** (Bob):
- **Treasurer** (John): CD is maturing that will go into cash to hold us through May. Discussed budget for 2008. Agreed to have Wendie get DSL internet at the office. Upped the budget for internet to cover it. Upped telephone budget to cover cell phone. Increased printing to cover new rack cards. Added Market Manager's award to the budget. Added \$1,600 for setup/takedown support. Bob moved that we approve the amended budget. Lori seconded, motion passed unanimously.

Staff Report

- **Wendie's Highlights** ([see full report](#)):
  - We agreed that the policy is for one body worker booth space to be shared among any body workers who want to be at the market. Demonstrations of products are a separate issue.
  - We agreed that Wendie can use the Advertising/Publicity budget as needed to hire additional support for marketing materials or printing. We did not reorganize that part of the budget. We also confirmed the board's desire to stick with the Flora image for our branding.
  - We agreed to have Wendie get DSL internet at the office and a market cell phone (to be shared with her as a personal phone for which she will contribute \$50/month)
  - Wendie noted that many of her questions require a "vendor relations" committee. Lori, Haley, and Nick agreed to serve on that committee.
  - Wendie asked for comments from all the board members regarding the work plan portion of her report so that she has a sense of each board member's priorities.

## Committee Reports

### **Strategic Planning (Karyn, Bob, Katherine, Lori, Craig):**

- **Retreat.** We didn't get a chance to follow up on the retreat. Tabled until next meeting.
- **Permit.** The city will be entertaining an ordinance that may allow multi-year permits on March 10. Bob will talk with Rick Sepler to see about how to make sure that it does and try to arrange for a three year permit starting in 2008.

### **Marketing, Outreach (Karen, Arianne, Karyn):**

- No report

### **Education (Aaran, Ann, Nick, Craig, Arianne):**

- No report

### **Personnel (Bob, Karen, Nick, Lori, Katherine):**

- No report

### **Finance: (John, Karen, Klaus)**

- See Treasurer's report

### **Crafts: (Lori)**

- No report

## Old Business:

- **Response to Fort Worden** – Considering it for the Wednesday market. Bob will craft a letter and send.
- **Wednesday Market Site** – Next Tuesday, 7:00 pm discussion with all Wednesday vendors. Karyn will coordinate.

## New Business:

### • **Policy and administrative questions to be resolved:**

- Question about the role of merchandise vs. education. Also web site merchandise?
- Music compensation? Questions on precisely how to manage the music support funds.
- Rack cards at \$1/card? Seems expensive. Are there alternatives?

Karen adjourned the meeting at 6:05 pm. Next meeting April 14, 2008 at 4:00 pm at the Quimper Grange, Corona and Sheridan Sts., Port Townsend.

Respectfully submitted,

Bob Alei

**Staff Report**

From: Wendie Dyson, Market Manager                      Date: 3/8/08  
 To: Board of Directors    RE: First week on the job!

*Note: My reports won't normally be this long but there's much to check in about in these exciting early days... So, enjoy the read and feel free to contact me with any feedback in advance of the meeting! (360) 531-0451 or [wendie@ptfarmersmarket.org](mailto:wendie@ptfarmersmarket.org)*

I'm off and running. Here are the highlights from my first week on the job:

- Strategic Planning Retreat
- Three training sessions with Nick, mostly focused on vendor management
  - Reviewed vendor guidelines, applications & site plan
  - Updated vendor planning calendar for 2008
  - Started returning a few calls and emails to inquiring new vendors
- Met with Matt & Karen: Focused on PR and marketing
  - Provided information for a feature article in The Commons announcing my arrival and updates on growers. Matt submitted on Friday, 3/7
  - Updated website: Highlighting "Become a Vendor" and "New Market Manager" on our homepage, as well as adding my contact info
  - Prepared draft events calendar for 2008.
- Met with Bob: Focused on our record keeping systems
  - I intend to start creating a master file of all our contacts in Outlook. *Please send me any market related contacts you have.*
- Reviewed 2008 proposed budget
- Prepared proposals and draft work plans below

**Questions for the board: Body workers & Vendor mix**

Body workers: Was the board's intention to allow *one space* per week to body workers or *one body worker* per week? The rules are written "one space." The rules add that "more than one body worker may share this booth". I interpret the "one space" rule to mean body workers may also share a stall with non-body work vendors.

Vendor Mix: What do you want our vendor mix to look like in three years? The following vendor mix is based on current or expected applications for 2008:

Category	Saturday		Wednesday	
	Count	Percentage	Count	Percentage
<b>Grower</b>	20	38%	9	75%
<b>Crafter</b>	16	31%	0	0%
<b>Processor</b>	5	10%	3	25%
<b>Food</b>	4	8%	0	0%
<b>Non-profit</b>	4	8%	0	0%
<b>Misc</b>	2	4%	0	0%
<b>Non-food</b>	0	0%	0	0%
<b>TOTAL</b>	<b>52</b>	<b>100%</b>	<b>12</b>	<b>100%</b>

Vendor Mix Notes:

- We have roughly 63 total stalls available at the Saturday market.
- Adding 3 crafters changes percentages to 36% growers, 35% crafters
- Allowing 6 non-profits increases their percentage to 11%. Application states we allow 3. We have 3-4 who essentially sign up for full season. Up to 2-3 additional non-profits have been given open booth space.

**Proposals for the Board: 2008 Budget & Guideline Revisions**

2008 Budget Proposal: Reduce Advertising/Publicity expense and better use these marketing dollars for printing rack cards, 150 store front market posters with dates announcing opening day, and flyers to distribute in schools (if possible) and contracting with Matt to prepare/update these materials. Also adding costs for Managers Award, cell phone, and possibly office internet.

Expense Line	2007 Actual	2008 Budget	Proposed change	Comments
Advertising/Publicity	3,163	3,500	Reduce: Move to Matt & Printing	No need for extensive advertising in Leader. It's expensive and we're reaching their readership through regular articles in the paper. Reallocate funds to reach new audiences through other marketing efforts.
Internet Service	1,080	1,750	Increase: \$500	<b>If</b> we want office to be a working office w/staff present, need to order internet.
Marketing Coord. (Matt)	10,000	2,000	Increase: Pull from Advert.	Contract w/Matt vs. the Printery to re-design Flora rack card, school flyers, & store front Flora posters w/dates. →We could save \$ by using Gaia image.
Misc (?)	62	200	Increase: \$300	Budget for Market Manager's award. Award builds diversity of product mix at the market. (We'll look for sponsors to increase award amt but I'd like to budget the min. amt. to be safe)
Phone	699	700	Increase: \$600	Market agreed to cover Managers cell phone costs (\$60/mo)
Printing	1,722	1,500	Increase: Pull from Advert.	150 store front posters w/dates, rack cards, flyers to school kids.
<b>TOTAL</b>			<b>Increase: \$900 to \$1,400</b>	<b>Marketing dollars should net out. Additional costs are MM Award, cell, &amp; office internet.</b>

Note: I believe the following opportunities are not currently budgeted for:

- Lisa Doray is interested in offering kid's art & activities at the Sat market at a rate which she would get sponsors to help pay. Our portion would be \$65/market day.
- Volunteer appreciation such as a thank you dinner, market gift or tokens.
- Hiring company to hang market banners on poles around town (\$300?)
- Printing of farmer storyboards

Revision to the Guidelines:

- *Vendor Cancellation Policy:* The guidelines state a vendor must notify the Manager by 6 pm on Friday (no requirement given for Wed FM). This short deadline does not give the Manager time to try to pull in a replacement vendor. In Des Moines, we had a wait list for some categories such as crafters and non-profits. We received notification by noon on Thursday for a Saturday market and were often able to give those on the wait list an opportunity to participate.
- *Penalty Policy:* We also had a gradient penalty policy.
  - First offense: Verbal warning
  - Second offense: Fine (\$15)
  - Third offense: Written warning of possible termination from market and higher fine. (\$25)
- *Proposal:* Vendors must notify by noon two days before market day. Penalty would follow the gradient policy above. Vendors would be notified of change through written statement vendor's would sign as well as verbally at the pre-season vendor gathering. Manager would maintain a wait list to call upon.

**Draft Work Plan: Marketing, Outreach, Education, Volunteer Program, Market Management, and Administration**

*As you read through this work plan, please keep an eye out for what you like/don't like, what's missing/what you would cut out. I believe there is more here than I can realistically accomplish so I'll be looking to the board to identify its highest priorities and where we can bring in other resources to help out.*

Marketing: *I plan to meet with the Marketing Committee this upcoming week*

- Draft simple marketing plan – Discuss with Marketing Committee
  - Gather input from outside groups on key messages and explore increased collaboration on messaging, sharing of resources, and timing of events
  - Identify our target audience (reaching beyond the choir), marketing goals, and best use of resources with Marketing Committee
  - Finalize proposed events calendar with Marketing Committee
  - Create overall marketing calendar: Events, Press Releases, Tabling, etc.
- Press full feature simple per month
- Signage:

<b>Draft 2008 Events Calendar</b>		
<i>Consider same event at Wed &amp; Sat market (I might be crazy, though)</i>		
Saturday	3-May	Opening Day Festivities
Wednesday	11-Jun	Opening Day Festivities
Wed/Sat	28-Jun	Strawberry Festival
Wed/Sat	August	Farmers Market Week
Wed/Sat	September	Back to School market events & family dinner
Wednesday	24-Sep	Closing Day
Saturday	25-Oct	Pumpkin Festival
Saturday	15-Nov	Harvest Dinner (high end)

Releases: 1 and 2 releases (Matt).

- *Posters:* Print 150 of smaller, store-front posters with market dates to distribute w/rack cards to businesses and public places around down 2 weeks before opening day
- *Rack Cards:* Distribute around town throughout season
- *Flyers:* Explore if schools have system for distributing flyers to students (Eg. Flyer announcing Back to School Day at the market; Flyer encouraging kids to apply to be entrepreneurs at Wed market)
- *Banners:* Find company to post 7 street pole banners; Price out opportunities for over-street banners. *Is this cost budgeted?*
- *Permanent city sign:* Find out if city allows and cost.
- **Tabling:** Present market at community events such as Earth Day, Wooden Boat Festival, Uptown Street Fair, etc.
- **Website:** Keep website updated with current information. Remove 2007 information. *In my mind, websites should be time-savers by giving people easy access to the most requested information thus reducing calls and follow up work.*
- **Surveys:** On-site market surveys (and off-site non-shopper surveys. See below)

Outreach:

<b>Project</b>	<b>Action Steps</b>	<b>Goal</b>	<b>Draft List</b>
<p><u>Speaker's Bureau:</u></p> <p>Present market to key groups in area.</p> <p>Tote market successes and explore how we can work together.</p>	<ul style="list-style-type: none"> <li>- Create/update presentation on market</li> <li>- Generate and prioritize list of groups to present to</li> <li>- Divvy up list amongst self/board</li> <li>- Present!</li> </ul>	<p>One presentation per month by either myself or a board member.</p> <p>9 total for the year (Prep in March; start presenting in April)</p>	<ul style="list-style-type: none"> <li>- Chamber of Commerce</li> <li>- City Council</li> <li>- PTA (?)</li> <li>- WIC folks (?)</li> </ul>
<p><u>Attend Meetings</u></p> <p>Introduce myself to current partners</p> <p>Get feel for how we can collaborate more</p>	<ul style="list-style-type: none"> <li>- Generate and prioritize list of groups to meet with</li> <li>- Commit to one on-going group</li> <li>- Board members commit to other key groups (?)</li> </ul>	<p>Meet with as many current partners as possible before May.</p> <p>Make one on-going commitment by mid-summer. (After have feel for my available time)</p>	<ul style="list-style-type: none"> <li>- Group Meetings:</li> <li>- Landworks</li> <li>- Food Co-op</li> <li>- Uptown St. Fair</li> <li>- Uptown neighbors</li> <li>- 1:1 Meetings</li> <li>- OlyPen, WIC, DSHS</li> <li>- Chamber</li> </ul>

			<ul style="list-style-type: none"> <li>- City</li> <li>- Dept of Hlth</li> <li>- Schools</li> <li>- Other FMs on Peninsula (?)</li> <li>-</li> </ul>
<u>Reach Beyond Choir</u>  Incorporate what we learn into marketing plan as year progresses	<ul style="list-style-type: none"> <li>- Identify sub-groups in area</li> <li>- Develop outreach plan (go to them)</li> <li>- Survey public (why not coming?)</li> <li>- Veggie Bucks (sell to non-profits, they distribute to clients)</li> </ul>	Understand barriers for folks not attending market  Draft WSDA grant for campaign to reach those folks in 2009	<ul style="list-style-type: none"> <li>- Low-income folks</li> <li>- Marina community</li> <li>- Mill folks</li> <li>- Other sub-groups (?)</li> </ul>

Education: *Volunteers, interns, or partners would be needed to pull all this off*

- Market education booth dedicated to different local ag group each week. Work with them to host interactive education such as taste tests, price comparisons, Miles to Market, etc.
- Educational Kid's Activities:
- Farm Map: Large map on site showing where all growers are located, include where food vendors are sourcing their WA ingredients
- Beer with the farmers: Invite shoppers and volunteers to join them.
- Grower Storyboards: Create five this year in partnership with WSU? (Top 5 attending farms in 2007 were Dharma Ridge, Old Tarboo, Tiny's, Golden Harvest, Nash – he has one) – *these take significant time & I'm concerned I'm biting off more than can chew but I hear this is a high priority for board.*
- Grower of the Week: Quote on white board from featured farmer. *Seeking board ideas on how to do this simply & effectively*
- Cooking Cart & recipe book (Aaran)

Volunteer Program: I attended a great United Way workshop about how to create and manage a successful volunteer program. I'd like to create a paired down version for our market. *I plan to meet with Ruth this upcoming week.*

- Volunteer & Internship Positions: Market Day, Event Planning, & Office help. *We could add Special Project volunteers once we know we have available time to manage it.*
- Recruitment plan: Schools (service learning), non-profits get free booth in exchange for market day volunteers, recruit when tabling at community events, post on website, announce in press releases
- Volunteer Appreciation: Volunteer of the Month, Recognition at Market, Thank you notes & dinner, Complimentary ticket to Harvest Dinner, Service Learning credit, etc. *I'd keep expenses low, pulling from Events expense line as needed.*
- Volunteer Survey & Assessment: Who are our volunteers, where did they come from, why do some not return, why do current volunteers do it, what do they like/not like. Talk with successful groups in community to learn how they do it (Copper Canyon Press, Landtrust, Centrum, & Marine Science Center)

Market Management

- Vendors:
  - *Secure vendors for season:* Follow up on missing applications, inquiring new vendors, and pursue any new grower leads that would diversify product mix at market. (We have one lead for pasture raised beef from Westbrook Angus Farms in Chemicum)
  - *Letter of introduction:* include vendor sales report for 2007, date of pre-season breakfast, and any change to 2008 Guidelines.
  - *New vendor workshop & mentoring:* Partner with WSU
  - *Develop Site plan:* No big changes. Will work with Nick and base it on last year.
- Wednesday Market: Attend meeting with Karyn & Vendors
- Secure Permits, Insurance & other contracts
- Electricity outside Community Center *(is this a priority for this year?)*
- More than I could possibly think of right now but you get the idea

Administration

- Create electronic file of market contacts in Outlook (Goal to one day import this into a database which Bob may create). *Please send me any contacts you have. If you have them in Outlook, please attach outlook contact card to your email to save me time.*
- Develop inventory tracking system in the office. First step: Take inventory of existing merchandise. (*Anyone want to help count?*)
- Determine royalties due to Gaia artist and issue check.
- Fill merchandise orders. *Great job for office volunteer*
- If we decide to make it a working office, I'd like to organize office papers & files.
- Tracking systems for market statistics that don't currently exist (eg. shopper count)

Ideas NOT currently included in my Work Plan:

Vendors:

- Coffee vendors promote source of their beans, fair trade, etc.
- Farmers seed swap early next year
- Crafter sponsors a farmer

Education:

- International Farm Tour during off season
- Market sponsored movie
- SOS Cuisine
- Bag stuffers: educational info prepared by us or partner that vendors put in shoppers bags with purchase. Could tie into the ag group at the market that week.

Outreach/relations:

- Market carts to reduce need for car: attaches to bike or pushed by hand (Nick?)
- Sister market

Elements of Board Work Plan (that are in my mind):

- Long term strategic planning:
  - Is it our vision to partner with others to create a Local Food Center?
  - Do we want permanent home for market?
  - Do we want to fundraise? Identifying projects and market expenses we need financial support to meet.
- Strategically recruiting new board members for next year &/or developing an Advisory Committee
- Mitigate parking issues: Meeting w/uptown neighbors, working with city
- Pursue non-profit status: Get our own 501c3, Under umbrella of Community Foundation
- Pursue market grants