

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

Item	Who	Added	Due	Status
Draft recommended policy re: arbitration for vendor complaints	Vendor committee	5/12/08		
Action items from previous meetings	Who	Added	Due	Status
Set up meeting with County Commissioners and City Council (or arrange to present to them)	Wendie	4/14/08	Late May or June	Wendie wants to work with Matt Tyler before go to BOCC - talk to public works Loring Beemis
Clarify who pays for Community Center electrical outlet.	Nick	4/14/08	Attached to issue above	It's a county cost so Wendie will talk to County Public Works- Loring Bemis-
Letter to Master Gardeners	Katherine, Wendie	4/14/08	DONE	
Clarify music issues re: local musicians and music payments	MOE and Matt	4/14/08	Soon	
Letter in support of Community Center non-smoking policy	Bob	4/14/08	ASAP	Done by Bob
Thank Yous to Aldrich's, Laquettes for ATM installation	Bob	4/14/08	ASAP	Done by Wendie
Thank you to First Federal for volunteer support	Bob	4/14/08	ASAP	Done by Bob
Follow up on multi-year permit uptown	Bob	2/11/08		In progress
Order hard drive for office computer	John & Wendie	1/14/08		Done! Thanks!
Upgrade to Quickbooks	John/Arran (knows a cheap source)	1/14/08		John's looking for it
Get a written rental agreement for office	Nick?	1/14/08	ongoing	In the Mail
Follow up on cooperating with Library on healthy food initiative.	Education committee	1/14/08		To be done
Create policy on generators	Vendor committee	9/17/07		To be done
File IRS tax return	John	7/16/07		
Get our 501c(x) designation	Ann	2/12/07		Need to hire a lawyer
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, May 12, 2008

Members Present: Karen Lee, John Estes, Katherine Baril, Nick Hill, Arran Stark, Anne Pougiales, Craig Weir, Karyn Williams, Lori Bernstein (had to leave 5PM)

Members Absent: Ariana Bertucci, Bob Alei

Staff Present: Wendie Dyson

Guests Present: none:

Karen called the meeting to order at 4:15 pm. John moved and Craig seconded approval of the minutes for March. Motion passed unanimously.

Staff Report

• **Wendie's Highlights** ([see full report](#)):

- Wendie report \$22,000 first market and second week was \$24,000 and vendors were back on par—
- Future item for discussion: issue of competition- and how big is the pie- are food vendors cutting into the growers- was it the weather? Was it food vendors? Need to focus education that the market is all about buying food from farmers not just the ambience!!! do you ever not let a grower in- too many people selling salads
- Vendor committee meeting- keeping an eye on the sales- Committee has been working great for Wendie to hash out things with a smaller group. .

Discussion: .Presented efforts to accommodate Rich Colleta, Sandwich King, with his rig which requires either 220 electricity or a generator to operate. Received neighbor complaints following opening day re: generator. Received vendor complaints following 5/10/08 re: trailer size blocking visibility and negatively impacting their business. Wendie reminded Rich he's been accepted on temporary basis since the beginning and now that the generator option is eliminated, he's been moved into Lucy's stall until she's ready to return. Wendie will continue to try to troubleshoot issues and find suitable place for him but is running out of options and may have to ask him to return.

Board discussed the guideline that gives priority to vendors who are sourcing locally over those who are not. Arran suggested a policy that minimum of 10% should be local.

Wendie will work with vendor committee to draft a revision to the guidelines giving priority to those sourcing locally. She will bring it back to the board for consideration

Motion- Nick move to ban generators- John seconded

Discussion: Unofficially we're not allowing generators- This currently effects java gypsy, Rick Oltmans' or Greek sandwiches. Concern regarding hazard of Rich's extra 220 cable crossing the sidewalk - older people nearly stumble on it-

John: called for vote:

Karen: all in favor of banning generators-
Passed unanimously

- Discussion: Ann: we should have policy of having an arbitration policy- and to be a vendor you have to agree to arbitration- Wendie volunteered to draft it through Vendor committee.

- Wendie- comments that people come to the market but never buy anything- need more education- see if we can tease out why. . . . they are coming for the festival, the community event- We need to do a lot of education- its about buying from the farmers- folks don't know how to cook-
 - Karen: do the dot exercise – how much buy today? Aaron: this is the year of tremendous growth- missing link between folks and farmers- invite farmers to talk at the microphone

MOE committee 11AM Tuesday at Aldrichs'

Katherine: Wendie set up a google calendar so we can track committee meetings

Agreed.

Officer Reports

- **President (Karen): none**
- **Vice President (Lori): None**
- **Secretary (Bob): None**
- **Treasurer (John):** Not much to report Wendie has made two deposits- the newer vendors not here in December for vendor fees. Office supplies and expenses needs to be increased because we didn't include \$500 for classified ads for market manager so we're already up to budget for the year. Phone service installation- sign up for cell phone- needs to be increased. We've lost \$14,000 and we follow trend of tracking in June starting to make money in July and build balance in August. Nick clarified that there will be more royalties- Wendie is ordering T shirts- only thing selling Ghia is small t shirts-

Bags and T shirt- ordered \$2000 worth of tote bags (about 500 blank totes- and print about 75 a month) we're not going to reorder t-shirts- we have 78 blank tshirts - No volunteer to tidy the merchandise! Definitely not going to buy any more t-shirts! Local sustainable delicious!! Make up words- make up bumper stickers- friends of food could print up tshirts!

Committee Reports

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

- Retreat: Didn't see a need to discuss it directly. Will continue to be informed
- Permit: Bob will follow up.

Upcoming events: May 16 Food Summit –Everyone welcome, \$10 for lunch. Jamestown Sklallam Tribal Center 10-4. Conference sponsored by WSU and Olympic Community Action.

Marketing, Outreach (Karen, Arianne, Karyn):

- No report (refer to Wendie's report)

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

- No report

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

- No report

Crafts: (Lori)

- No report

Old Business:

- Non-smoking policy at Community Center: - Expect that Bob sent a letter to Matt.

New Business:

- **Culinary Institute- commercial Kitchen at Fort Worden**- Ann- there is an opportunity to do some food things out at the Fort- and question is where the market or our vendors want to get involved in that. Fort wants to increase its revenue- Pro-consulting firm has said

- 1) culinary instruction
- 2) photography
- 3) nature studies
- 4) outdoor recreation

they will have to build a new demonstration- instructional kitchen- can't remodel their current kitchen- so add on to the commons- or building 202 with its \$6 million remodel- tour of the old bakery building right below the USO building- a long old building- might be a good kitchen – the parks commission makes the decision- public plan comes out in May- Ann would really encourage our local food community be involved in the process or risk losing control. . . there will be a demonstration kitchen- there will be culinary instruction and other times when the kitchen will be available for processing. Value added grants from USDA

Ann what farmers want to have access to a kitchen?

Katherine: we need to have funding for a feasibility - community assessment – said \$15 an hour- spent \$8 million on commons 3 years ago and didn't put a good kitchen!! Now \$6 million Peninsula college building 202—Lincoln City Oregon city hall has a demo kitchen where people can gather around – lots of different ways to have kitchens! Parks should fund a feasibility study- value added need certified kitchens. . . Minneapolis retail commercial kitchen- why build a building if there are so many empty. . .

Salon kitchen- a bakery- has ventilation, has drains- they want salon kitchens not commercial kitchens- need feasibility study we don't have a vision long enough- big enough

- **Fall Harvest Dinner** Jay Payne, chef at bon Appetit wants to do a harvest dinner at Fort Worden in October- would the FM be interested in co-sponsoring- will it be a fundraiser for Market- not worth doing unless we make money-
Karyn: asking farmers for donations- farmers intend to donate a lot of food but crafters and other vendors are not being asked as often for donations-
Katherine- if we all came together- great place for harvest- 2nd week of August- back to school week after wooden festival- Jay thinking of September- Farm tour- back to school back to the farm—landworks- a big barn dance for fundraiser!!
John: harvest dinners in restaurants- how does that compare to last years restaurant based dinners!
We could have private satellite with farmers!
Nick only want to do two or three harvest dinners- we lost low income/ families that couldn't afford it and we lost the opportunity to introduce them to good food. . . like the idea of a big one with lots of partners as a community celebration
Katherine – Maybe a winter series with Slow food
Aaron- a big barn dance!!! Lots of community spirit!
Agreed; we'd like to talk more about this with Jay to co-sponsor one big harvest dinner this fall at fort worden
- **Cars in the Market!!** Its real scary! – create a wall at north and south end! 30 minutes before market ends make a barrier. . . secure. . . remind vendors of caution. Reminder you know there's a lot of chaos at end and don't bring in car until 15 minutes after market end. . . Bee guy tries to leave early- need someone to sell for him. . . Wendie to discuss with City of Port Townsend.
- **Trailer?** Nick. Found a place at the market site, no longer parked at grange. . . parked at Sturdivant for free.
- **Remember Success!**
May 3 1997 \$1200 market sales were \$1200

May 5, 2008 the sales were \$24,000
Total sales \$26,000 in 1997

27 CSAs at Red Dog
Dharma Ridge needs CSA subscribers

Karen adjourned the meeting at 6:05 pm. Next meeting June 9, 2008 at 4:00 pm at the Quimper Grange,
Corona and Sheridan Sts., Port Townsend.

Respectfully submitted,

Katherine Baril
For Bob Alei

Staff Report

From: Wendie Dyson, Market Manager
To: Board of Directors

Date: 5/10/08
RE: And the season has begun...

Opening Day

Despite the cold and wet, the community turned out excited for the opening of the season. We've started to take formal shopper counts and estimate 1,800 attended on opening day including the Mayor, Deputy Mayor, two council members, and two County Commissioners.

I was disappointed to see total sales were down 21% and average vendors sales were down 18% compared to 2007. Vendors and I have attributed that both to the bad weather that day as well as poor growing conditions in general, leaving many growers with only plant starts &/or limited produce to sell. However, I also have concerns that too much competition may have been introduced, especially in the Prepared Food category, and am hoping we'll have some attrition. I've raised the issue of competition and guidelines around how we want to limit it with the Vendor Committee.

(See attached Opening Day Stats document for a full comparison of Opening Day sales, etc from 2006 – 2008)

Market Management

All in all, shopper and vendor feedback has been positive. Vendors like the new Stall Fee reporting slip, set up has gone smoothly, and the site plan continues to get small refinements and now nearly all vendors are happy with their spot.

The Wait List system is working wonderfully. Those on the wait list are thrilled to have an opportunity to sell and it allows me to easily plug holes in the market site when regular season vendors are absent, thus keeping others in their same spot. After calling wait listed vendors, I fill additional stalls with waiting non-profits.

Good news! The dentist at Clay and Polk agreed to allow us to park our trailer in his lot for the season. This is saving us \$15/market day to have Corona Farm tow it to the site and an unknown amount of hassle to figure out how to tow the trailer back each week.

Current issues to be addressed are:

- Keeping vendor's cars out of the market site until the closing bell rings.
- Working with the City to get traffic to heed the stop signs at Lawrence & Taylor.
- Charging vendors who use electricity an additional \$5 fee. This will be paid to the market and the market will reimburse Pane D'Amore for their expenses with the excess to off-set the market's costs of installing its own electrical box.

Vendors

I am currently encouraging all new food vendors and growers to sell at the Wednesday market because the Saturday market is so full.

The Saturday market will accept new growers (as always) and processors who are bringing new products not currently at market. All other vendors, except crafters, are being wait-listed for Saturday. The crafter category is closed but I am keeping an email list of those interested so we can include them in next year's announcement when the application is ready.

Sticky Issues:

- The Master Gardeners seem settled into their new situation and looking forward to a few days at the market this year in the Food-Ag Education Booth
- I accepted Rich Coletta, Sandwich King, to the market on a tentative basis, pending our ability to resolve his power needs. I allowed him to use his generator opening day but, after receiving pollution and noise complaints from the neighbors, I told Rich he could no longer use his generator.

For the May 10th market, I moved Rich closer to Pan D'Amore so he can plug in his 220 for electricity but neighboring vendors complained his trailer blocked shopper's line of sight to their booths and was noisy. For the next market on May 24th, we agreed Rich will park his trailer against the curb to see if this solves line-of-sight issue. As for noise, I think once the music started this was no longer an issue. I also informed Rich that Lucy's Crepes, as a senior vendor, has priority for the stall he's using to plug in and if I can't relocate Lucy when she starts her season, then Rich may only attend on days Lucy is absent.

Rich insists he has a legal right to use his generator and wants to do so on days he can't plug in. I've confirmed with the Police that his generator is within code and informed Rich of this. However, I've notified Rich that we are a private business and, as manager, it is my responsibility to do what is in the best interest of the market as a whole and thus, if we can't work out a suitable place for him in the site plan, he won't be able to vend at the market. He says he is speaking to his lawyer on all these points. I continue to remind him I am doing all I can to find a suitable place for him within the market site but certain limits do exist.

MOE

Marketing:

- Press leading up to and following Opening Day in the Leader, market news in the June issue of the Co-op Commons, and my bio information in the Sequim Gazette on joint presentation with Sequim and PA markets to the Pt Angeles Business Assoc.
- Market posters are out in the community. More to be printed & distributed.
- Saturday Market banner is up on Memorial Field for our 59 allowable days.
- Pole banners were up two weeks for Saturday opening. They'll go up and down three more times for our 41 allowable days. (Wed opening, FM week, & Back to School wk)
- Monthly market blurbs are being submitted to local newsletters including Main Street e-news, City Utility insert (every other month), Uptown Nutrition e-news, and timeshare community newsletter.
- Visitor Center reader board announcement of Wednesday opening day (1 week)
- Ad in Leader's Living Green (last ad for awhile)
- Website Events, About Us, and Vendor page updated with current information. Need to re-work home page.

→ Website is difficult to edit, has inconsistent fonts and "look", and needs better navigation and layout. I strongly suggest we put this on the plan for a winter work project in preparation for next season. At a mixer, I casually explored the possibility of housing our site within the www.ptguide.com site in the future. It's something they and we might consider this winter in prep for next season.

Outreach:

- Presentations to Sunrise Rotary (4/30) and Port Angeles Business Association (5/6)
- Network gatherings at WSU/Chamber of Commerce mixer (4/24), Rotary "Reach for the Stars" fundraiser (guest of Sunrise Rotary) (5/3), Main Street mixer (5/7)
- Tabling at Earth Day (4/20)

Projects on the docket:

- Send Thank You cards to "dignitaries" who attended the market's Opening Day
- Follow up on initial conversations with the Hospital's Green Committee on outreach and education possibilities
- Schedule presentations with County Commissioners and City Council
- Speak to WIC nurses at their 5/20 meeting to promote WIC-nic in June
- Talk with Senior Center about partnering to sign up and promote Senior Market Checks

Education

Through the networking activities, I've been hearing interesting feedback from the business community. They are saying they love the market and attend but don't buy. It begs the question, "Why?" It's a question I want to delve into more.

- Food-Ag Education booth has been booked through July with various food/ag groups presenting educational info each week.
- Arran's cooking cart is a huge success. The crowds gather around him (and it adds great energy to the south end of the market)

- Arianne promoting featured veggie of the week

Merchandise:

Many shoppers have asked for:

- New poster and are disappointed to learn there isn't new art work this year.
- Tote bags with different images on them
- Flora poster in smaller size

I've added the 11x17 Flora poster to our merchandise list since that is this year's poster and is already created. I will discuss the other requests with the MOE committee but the feedback I've heard from the board is they're not interested in adding new merchandise.

I'm looking into selling our T-shirts through downtown businesses instead of at the Market Info Booth. Northwest Man is very interested and I plan to approach PT T-shirts. Ted & Jan Rose, info booth volunteers, suggested this because it's difficult for shoppers to try on the T-shirts and make a sale at the market. I also think selling at downtown businesses creates a nice partnership, sending shoppers interested in buying T-shirts to their stores.

Volunteers

We've got a killer volunteer crew. We have five new weekly volunteers, most of whom signed up at Earth Day. YEAH!!!

- *Set up:* Robert & Lee Nathan (father & son), along with Don Landstra (Jane's husband) are our new great set up crew
- *Info Booth – morning shift:* Ted & Jan Rose are back for another great year working the morning shift of the information booth, Ruth Ballard is helping with the Booth's set up, and Jess Sirelson is my backup Booth set up gal.
- *Info Booth – afternoon shift:* Leila Grace & Judy Bernthal are excited to be volunteering for the afternoon Info Booth shift each week. Leila has also offered to help in the office one afternoon a week to help me get organized, process EBT and merchandise orders, etc. And Judy is loving it so much she wants to help with the Wed Market Info Booth as well.
- *Take down:* Karen & Nick helped on opening day and we were burnt out by the end (finishing at 4:30!). New strategies worked well for our second market day calling on volunteers from vendors, non-profits, and my sweetie, Daniel. The result: We were packed and ready by 2:30 (two hours earlier!)

The volunteers are all loving their free coffee drink certificate donated by the Vault Café And our core volunteers from last year are enjoying their "exclusive" embroidered black messenger bags with the market name on them. (Some of our new volunteers are looking forward to receiving theirs at the end of the season) (You think I've got 'em hooked? Karen says they've been "Wendie'd")

... I'm sure I'm forgetting things but there's the general synopsis...