

PFMA MINUTES ANNUAL MEETING 2/6/16

2:11 MEETING CALLED TO ORDER

Farms represented:

Austin Chad, Green Spark
Tom Bacheldor, Tom's Honey and More
Bruce Hincks & Don Beckwith, Meadowood farm
Grace Pease, Merrifield Farm
Jessica Woideiski, Cultivating Community
Matt McInnis, North Spore
Cindy Creps, MeadowRidge Perennials
Rick Dwinell, Meadowbrook Farm
Hanne Tierney, Cornerstone Farm
Beth Schiller, Dandelion Spring Farm
Kelsey & Dominic Pascarelli, Two Farmers Farm
Jean Koons, Kennebec Cheesery

Mike Farwell, Uncles Farm
Meg Mitchell, South Paw Farm
Simon Frost, 30 Acre Farm
Jessica Koubek, The Good Shephard's Farm
David Buchannan, Origin's Fruit
John Carter, Middle Intervale Farm
Jan Goranson, Goranson Farm
Scott Howard, Olivia's Garden
Dan Perron, Sumner Valley Farm
Carolyn Snell, Snell Family Farm
Jaime Berhanu, Lalibela Farm
Christine Pompeo, Fresh start Farm
Doug Donahue, Heather Donahue, Balfour Farm

Introductions: JESSICA- NEW CULTIVATING COMMUNITY CONTACT, LEIGH FROM MFFM

Also Present: Clara Moore, PFMA Employee

Market manager reports:

- Mike- wed: went well, trying to fill gaps in the main area. Only incidents are from drunks, etc. but the Isreali guy taking the market tokens for. Is he spending them at the market? Trading them in to a vendor? Chipotle weekend, etc, went well. Bike parking areas- leave space for bikes, 2.5ft around.
- Simon- Deering Oaks: issue: label your buy-ins! Space? Discussion about allocation. FON move? Went well
- Winter: Meg new spot at Cove St. music has been a little loud. Limit 2 musicians? Music has been great. Bigger space, better for traffic and inventory. Space allocation well, needs more promotion capacity for more sales.

(Hanne- customer counts- 2 years ago 800-1000, last year, 400, this year (last weekend) back up to 800)

Treasurer's report: Jamie: (see also Profit & Loss for 2015)

- Motion to accept report: Rick, second: Jean
- Discussion: Jamie: will reduce payroll fees, they are too high with current company, hired an accountant to help streamline. Looking into changing banking source.
- Vote: none opposed, motion passes

Clara- Info booth, low income access program, social media, token program (does everything but bookkeeping)

Started in August, did raffle: sales were down from last year. Will be done again, will be asking for donations

Started using square register- has helped with records. SNAP is doubled with incentive money. Orange tokens.

New Swag, looks great

For 2016: focus on social events, social events, raffle.

Farmers Games: Feb 21st. food, music, carnival games, family event

Cream of the crop: food dinner in March

Floral dreamscapes

Friends of the market program- \$35 tote bag, membership

Totals: \$42,000 SNAP tokens, \$8000 incentives, since July 2001: \$975,000 total paid out to farmers.

Thank you to everyone to being so nice and welcoming!

Jamie: SNAP committee- minutes are on the website, Clara has had a employee review very positive! Access minutes and reports on website, password is 'deeringoaks'

Website: Jamie- check it out to make sure your info is up to date, minutes, reports are available

Promotions: Carolyn: facebook posts to boost market attendance, parking reimbursements,MPBN

Inspections: Tom _ new people have been inspected, older farms have not been inspected this year, some missed since people were busy. Suggestions?

City: Hanne: with the move for FON- it was a big deal! Hanne pointed out to city that we moved 40 vendors for the 7 vendors of FON this does not make sense! There are negotiations ongoing as to whether this will happen this year.

Castle at the park? Is it up for lease? City is looking for a food vendor

MFFM: LEIGH updated on projects ongoing and looking ahead into 2016

- MFFM Annual convention last week, PFMA well represented.
- This is third and final year of the WW funding for info booth project, final year. We have a grant to help with this, but market is doing fundraising to continue.
- MFFM has grant for promotion of National Farmers Market Week- snap shot week- gather photos, stories, etc. will be collected to book form and distributed to legislature, libraries, etc.

- Washington county FM trail.- pilot project funded by Quimby Foundation, hope to expand to other areas of the state. Idea is to create map of farmers markets and interesting places nearby- libraries, walking trails, historic sites etc. promotion of FM

2016 plans for PFMA

Rules changes needed? Rules to look at:

- Attendance to market: rules stated you cannot miss more than 2 markets that you commit to: do we need a minimum attendance policy? Some farmers committed but did not attend. Does this mean their spot is available?? Carolyn suggests write language before membership meeting and submit for market review/vote.
- Applications are due today for returning members. Should we have a late fee? Carolyn has to chase people for dues, etc. very time consuming. Let's make her job easier! Simon suggests to have language for the next meeting regarding the late fee
- Simon: buying in rule: motion: have a market that has no buy in, second from Don Beckwith.
 - Discussion: Richard- we are farmers, not vendors, should not need to buy in products. There are farmers, buy ins hurt each other.
 - Simon: as market manager- problem is that people don't label buy-ins
 - Don Beckwith- agrees, inspections help with this.
 - Scott: customers don't understand that someone you are buying from might not have been the producer!
 - North spore- has a network of foragers for his business, this is ok
 - Processors? Buy raw product from one farm, turning it into another product?
 - Is there a market for things at the market that there are no farmers available for it? Cranberries? Rabbit? You want your customers to be able to find everything they want.
 - Value added? David Buchannan- has some berries, but loses some due to the weather, purchases some fruit from vendors to have smoothies throughout the season.
 - Buy ins support additional farmers
 - We need to educate the customers! Be honest, authentic. Beth suggests having language created by other producer only markets- have a small committee work on this?
 - Hanne pointed out that there are only 24/40(ish) farmers represented today.
 - Why not just put on the buy in tags??
 - Regarding producer only markets: are these markets started this way? This is a different scenario in PFMA as it has been long established as is. How to change this?
 - Simon: amended Motion: Vote on moving the market to a producer only market, within 3 years, for a committee to create language and definitions to be voted on at the next meeting. (March 2016) Richard seconds 16 favor opposed 1 abstaining 6 MOTION PASSES
- The COMMITTEE:

- Hanne, MIKE, Dominic, matt, Grace, Simon, Jan, David, Jessica, Doug,

Mary Ellen: Rapid Market Assessment

We want to find out how our markets are working for all stakeholders. We currently don't have a way to measure changes since we added a lot of vendors a few years ago and/or changed the way our market was run in 2013.

Gathering data will allow the market to make better decisions, identify problems, be used to get help from city/other entities to make solutions

Mary Ellen: Form a committee to look at reviewing opportunities for assessing market vitality and growth. Would like a show of hands to pay for of a study of the market? (Not done.)

Willing to help on survey committee?

Beth suggests for a call from proposals, with a budget, Mary Ellen

Hanne: suggests a Google poll be the next step to ask the membership if they are willing to invest time, money, one or the other, or neither.

Applications for 2016?

- There is room for wed: 4 farms (conservatively)
- Sat- room for 2 more space allocation is difficult? There might not actually be 2 spots available! Simon will work through the space issues
- Winter market? None available now, but will take applications in case of openings.

Advertised Opening/Closing Date:

April 30 first Saturday opening: no opposed

Motion mike second Carolyn April 27 opening Wednesday 9 in favor, 3 abstain no opposed

Close dates: Wed November 23 and Sat Nov 19th, motion Tom, second Austin

Start winter: market Dec 3

Vote: none opposed

Election of Officers, slate presented:

Chairman (currently Hanne Tierney)

Wednesday Manager (currently Mike Farwell)

Summer Saturday manager (currently Simon Frost)

Winter Manager (currently Meg Mitchell)

Secretary (currently Heather Donahue)

Treasurer (currently Jaime Berhanu)

Membership Co-coordinator (currently Carolyn Snell)

Steering committee at Large (currently Dan Perron, Jody Jordon, David Buchanan)

Dan and Jody have not stated they will serve as Steering Committee members again

Jean Koons is willing to serve as at large member of steering committee,

Motion: Don, Second Austin: None opposed Motion Passes

Inspection committee: Tom, Heather, Dominic will not, Meg will not, new members: Grace

New business: Meg suggests buying a vacuum for the winter market, added to line item to the budget \$100

2016 Budget: reviewed by Hanne

(see separate document)

- Jean motion to accept, second meg, none opposed

Provisional members:

- Have applications for North Spore, Meadow Ridge,
- Jean motioned: second Jaime
- Vote: North Spore contingent on inspection (2015 not completed) None Opposed
- Meadow Ridge Perennial: none opposed
- Adjourned 5:01pm

Respectfully submitted,

Heather Donahue

Secretary