

PFMA ANNUAL MEETING
JANUARY 8, 2022
6:00 PM Via ZOOM
MINUTES OF THE MEETING

Meeting hosted by Carolyn Snell, current/outgoing Chairperson of PFMA.

Those in attendance:

Alewives Brook Farm - Caitlin Jordan
Balfour Farm - Heather & Doug Donahue
Cornerstone Farm - Hanne Tierny
'Dandelion Spring Farm - Beth Schiller
Emily's Oysters - Emily Selinger
Fairwinds Farm - Cathy Karonis
Fruit of the Forest - Alex Booth
Goranson Farm - Jan Goranson, Carl & Goran Johanson
Good Shepherd Farm - David & Jessica Koubek
Lost and Found Farm - Lauren Bruns
Maple Springs Farm - Mark Heldman
Meadow Ridge Perennial Farm - Cindy Creps
Merrifield Farm - Ruby Pease
Middle Intervale Farm - Lucy & John Carter
Olde Haven Farm - Kelby & Pamela Young
Snell Family Farm - Carolyn Snell
Uncles Farm Stand - Mike Farwell
Waggin' Tail Farm - Mark & Carrie Mancini
Jaime Berhanu - Bookkeeper and SNAP Program Administrator

Reports -

Saturday Mkt - Carolyn Snell: Saturday market went well. The transition from beginning the season at Payson and moving back to Deering Oaks Park went very well. Moving back to the pre-covid set up at Deering Oaks also went well...though spaces are tight. We currently have not heard the status of the Brown Tail Moth situation for 2022, as to whether the City will be spraying again or not.

Wednesday Mkt. - Mike Farwell: The Wednesday market went well - the transition was also smooth from Payson to Deering Oaks. We are low on farmers...we have plenty of room for new vendors on Wednesday. We currently have 13 members at the Wednesday mkt...with an estimated average of 10 vendors attending each week.
Will we stay in Deering Oaks or move back to Monument Square for 2022?? Discussion to be held later in the meeting.

Winter Market - Doug Donahue & David Koubek: The Winter market is currently going well. Farmers are showing up weekly, and customers are coming to the market.

SNAP Program- Carolyn, Jaime & Beth: SNAP Program is in good shape. SNAP Program Participation was up in 2021. \$72,000 worth of tokens redeemed at the markets this year; up from \$42,000 in 2020 and the \$30k range in the past. It was noted that SNAP benefits were increased in 2021 due to Covid. Harvest Bucks usage was up as well. The SNAP program is in good financial shape, with money to carry over for 2022. There were some large sponsorships of the program from businesses, organizations and MFFM. We have recently purchased new tote bags to be sold to raise funds.

Bumper Crop: This program involves participation from Employers who give vouchers to their employees to spend at participating farmers' markets. This was the first full year of the program. Employers only pay for the vouchers when they are redeemed. \$3140 worth of Bumper Crop Vouchers were redeemed at PFM (11% of the whole program statewide). It was noted that 41% of the customers redeeming the vouchers state they are shopping more at Farmers Markets after having received the vouchers. The Bumper Crop Program is run with No Cost to PFMA ...administrative costs are paid by MFFM.

Promotions Committee: Carolyn Snell & Cathy Karonis. The Promotions committee spent extra money this year...mainly to advertise about the shift to Payson Park, then back to Deerings Oaks. Mary Ellen Chadd has been very active with promotions, including PPH Digital Ads. Facebook has also been used regularly to promote the market, through the efforts of several market members.

Finances: Carolyn Snell & Jaime Berhanu. Carolyn reviewed the 2021 Profit & Loss Statement. The market ended 2021 with a deficit of -\$2747.10 ...but we have a buffer to carry us through ok. Extra money was spent on promotions this year due to the move to Payson Park and back to Deering. The Winter Market Rent is not included in the P & L, as it is a pass-through expense...goes directly to the Landlord .

We have money in reserve to help with future program expenses for SNAP. Bookkeeping fees are allocated as 70% billed to SNAP, and 30% billed to the market.

Hanne made a motion to accept the P & L Statement; Heather seconded. P & L was accepted unanimously.

Proposed Budget: Should we go back to offering credit tokens along with SNAP? To be discussed more in depth later in the meeting with a side by side comparison of the budget with or without including credit tokens. Jaime feels very confident in our fundraising for 2022. Proposed budget includes an increase in our donation to MFFM. Looking ahead, it may be necessary to increase vendor fees in a couple of years.

Official Advertised Market Dates: The last winter market of this season is April 23, 2022. Cindy made a motion to accept this date; Beth seconded the motion; motion approved.

Proposed and accepted market dates for 2022 (motions proposed by Heather, seconded by Cindy, unanimously approved):

Wednesday Market: Opening April 27, 2022...Ending November 23, 2022

Saturday Summer Market: Opening April 30, 2022...Ending November 19, 2022

Winter Market: Opening December 3, 2022...Ending April 15, 2023

New Members??:

The Saturday Summer Market has lost three members for 2022 (5 tents) Those leaving are Kennebec Cheesery, Serendipity Acres and Two Farmers Farm. Discussion of whether or not to fill all openings, or leave some open to allow extra space for current vendors. Do we have a standard booth size? We currently try to accommodate the needs of vendors, and allow for expansion as their businesses grow. Doug made a motion that we accept one vendor into the Saturday summer market for 2022. Lucy seconded. Motion was approved.

Wednesday Market: There are currently two applications for the Wednesday Market, those applicants are also applying for the Winter Mkt. Three vendors are not coming back to Wednesday, an additional one will not come back if we return to Monument Square (Gracie's Garden, Green Spark Farm and North Spore are not returning on Wednesdays). It was noted we could easily accept up to five new members to the Wednesday Market. Hanne made a motion that we accept applications for the Wednesday and Winter Markets with no opening limits set at this time; Cindy seconded. Motion unanimously accepted.

Attendance Policy:

Discussion was held as to whether we need to revisit the current attendance policy. We have been flexible regarding attendance during the Pandemic. Can this continue? It was noted that some new vendors have indicated on their applications when they will be at markets, but then they only show up some of the time. Perhaps we could piece together seasonal vendors to share locations (providing they do not overlap)? Can we assign someone to take attendance at markets? Perhaps change the wording of the current policy? It was decided to pause the discussion for the time being.

Amend Market hours for November:

Caitlin made a motion that we make a permanent change to the market start time for November only, from the current 7 am to 8 am. John Carter seconded the motion. Discussion was held. Vote was held, 12 in favor of the change...motion approved.

Officer Elections:

Chair: Carolyn Snell is stepping down from the position of Chairperson of the PFMA. Discussion was held. Hanne made a motion that the following officer positions be accepted;

Cindy seconded the motion. Motion was unanimously approved. The newly accepted slate of officers is:

Chair: Caitlin Jordan, Chairperson of PFMA

Secretary: Cathy Karonis will stay on as secretary.

Treasurer: Ruby Nelson will stay on as treasurer

Membership Coordinator: Cindy Creps will stay on as coordinator.

Market Manager Wednesday: Mike Farwell will stay on as Wed. Mkt. manager.

Market Manager Saturday: Doug Donahue will take on the position of Sat. Mkt. manager.

Market Manager Winter: David Koubeck will stay on as sole manager of the Winter Mkt.

Steering Committee: Beth Schiller, Hanne Tierney, Carolyn Snell

SNAP Committee: Beth Schiller, Hanne Tierney, Ruby Nelson, Lauren Bruns, Carl Johanson and Jimmy Debiasi from MFFM

Promotions Committee: Jessica Koubek, Mary Ellen Chadd, Beth Schiller

Winter Mkt. Committee: David Koubek, Emily Selings, Kelby Young

Other market members are invited, and encouraged, to join a committee!

Covid Safety: Carolyn reminded everyone to not become complacent with the Covid Virus. Be diligent in following safety procedures. Let market managers know if you test positive...don't ignore it.

Wednesday Market Location for 2022:

Carolyn stated that the City of Portland has left it up to us to decide whether to move the Wednesday Market back to Monument Square, or to stay in Deering Oaks. She read a couple of letters from people who would like us to move back to the Square. Mark H. made a motion that we stay in Deering Oaks for 2022; Caitlin seconded the motion. Discussion was held regarding how Covid has changed the area of Monument Square, as not as many people have returned to working in offices...it is harder for the market to spread out at Monument Square to allow for distancing. Many customers have commented to vendors that they like the Wednesday market in Deering Oaks. A vote was held, and motion was accepted: Wednesday Market will stay at Deering Oaks Park for 2022.

Festival of Nations:

Festival of Nations is currently not in the works at this time. However, Carolyn encouraged us to be prepared if it happens. Do we want to move the market location to another part of the park for one day...or close the market early that day, if it takes place? Beth made a

motion that we move for the day. Hanne seconded the motion. There was one vote against the motion, all others in favor. Motion approved.

Upcoming meeting date (via Zoom):

Saturday, February 5, 2022 at 6 pm Membership Meeting
Saturday, March 5, 2022 at 6 pm. Buy in Meeting.

Provisional Members:

Olde Haven Farm: Doug made a motion to accept Olde Haven Farm as a full member of the market; Lucy seconded the motion. Motion approved.

Fruit of the Forest: The vote is postponed until March.

Adding back credit/debit tokens:

Discussion was held on whether or not to go back to offering credit and debit card tokens to be purchased at the SNAP booth, as was done prior to Covid. Hanne made a motion that we add back credit/debit cards for this year. Jan Goranson seconded the motion.

Much more discussion ensued regarding the benefits of the program (easier transactions for vendors; takes away some of the stigma of going to the booth for EBT customers, if there are also credit/debit customers utilizing the booth; great option to have if vendors' Credit Card machines go down due to technology.). It was mentioned that the current booth employee may want/need volunteers to assist at the booth during the busiest times of the day/season if we add back credit/debit. Concerns were made regarding the cost of this program. Carolyn showed a visual of the proposed 2022 budget with and without the addition of credit/debit cards. A vote was held...there were 4 votes to accept the motion. The motion did Not pass...therefore, credit/debit card tokens will not be added back to the market for 2022.

Cindy made a motion that we accept the Budget without credit/debit cards. Hanne seconded the motion. Vote was held; the motion was accepted unanimously. Budget passes.

New Business:

Cindy would like a discussion regarding vendors selling products such as hats/gift packs, that are not promoting their business. It was noted that this topic should be discussed in the future for a rule clarification.

Meeting Adjourned:

Hanned made a motion to adjourn the meeting. Mark seconded the motion. All in favor; meeting adjourned at approximately 8:20 pm.

Respectfully submitted,
Cathy Karonis, Secretary PFMA

