

Portland Farmer's Market Association Meeting 3/15/2014

Meeting Attendance

1. Austin Chad Green Spark Farm
2. Linnea Koons Morrison Kennebec Cheesery
3. Ian Jerolmack Stone Ciper Farm
4. Simon Frost Thiry Acre Farm
5. Michael Farwell Uncles Farm
6. Paruren Pignatello Swallowtail Farm
7. Daniel Price Freedom Farm
8. Kelsey Herrington & Dominic Pascarelli Two Farmers Farm
9. Mark Heidmann Maple Springs Farm
10. Doug & Heather Donahue Balfour Farm
11. Tom Bachelder Tom's Honey
12. Jodie Jordan Alewives Farm
13. Daniel Perron Sumner Valley Farm
14. Edward Peterson Range Pond Farm
15. Peter Egan Mainely Poultry
16. John Carter Middle Intervale Farm
17. David & Jessica Koubek The Good Shepard's Farm
18. Jan Goranson & Rob Johanson Goranson Farm
19. David Buchanan Old Ocean House Farms
20. Margaret Liebman South Paw Farm
21. Hanne Tierney Cornerstone Farm
22. Jamie Berhanu Lalibela Farm
23. Carolyn Snell Snell Family Farm
24. Daniel Mays Frith Farm
25. Christine Pompeo Fresh Start Farms

Meeting called to order 2:06 pm by Hanne

- **Introductions:** Applicants and members
- **Applicant Presentations-** see packet of applications for new memberships 20 applications considered, 15 presentations
- Applicants thanked and dismissed
- Voting instructions given.
 - There are 1-2 spots for Saturday market, 3-4 spots for Wednesday market, no spots currently available for winter market, but we will vote on applicants in order to have a list to refer to if spots do open up
 - Applicant must achieve 2/3rds majority for vote into the market. Highest majority vote will be first accepted.
 - Using ballots to vote for the first time, check yes, no or abs (abstain) for each applicant. Majority vote will be calculated from the total of yes and no votes, abstention votes do not count toward majority in any way.
 - If no applicants achieve 2/3rds majority then no applicants will be admitted to the market.
 - Discussion will begin with current member applications 1st, while they are dismissed. Will conclude with new applicants and current members come back to join discussion.
- Daniel Price moves to accept all applicants to open voting discussion, Carolyn 2nds
- *Discussion of applications for existing members (members dismissed during this time)*
- *Discussion continues with current members rejoining the meeting*

Discussion concluded, members vote and turn in ballots. Members are offered a short break to stretch while ballots are collated and begin counting, Doug, Heather, Carolyn.

- Hanne : Fundraising Raffle to cover operating costs of info booth. Funding is gradually reduced of time per grant structure. 2014 we need to raise \$6000 for funding. IF everyone donates a \$25 gift certificate or product, it would be a great prize. Carolyn: This is easy to do and will not take a lot of farmer's time, previous market member surveys showed members preferred this type of fundraising. The drawing will be held in July. There will be one winner. Jodie: licensing required for this? **Hanne will check on this.** A sheet was passed around for farms to sign up.
- Festival of Nations discussion tabled until Ted (Portland Parks & Rec dept returns)
- Wednesday Market Hours:
 - D. Price motions to amend our 2014 markets hours as 7am to 1pm on Wednesdays, Mark 2nds. General discussion for changing the market hours is positive. **VOTE: 15 yes, 4 no, 5 Abstain/ Motion Passes 15/4.**
- FON discussion: market has negotiated with the city to either 1. Close market at 11:30, out of the park by NOON OR 2. Move the market somewhere else within the park for the whole market day
 - Lauren motions to move the market, D. Price 2nds.
 - The following options have been discussed with the city, we can state what we prefer
 1. State St Extension, need volunteers for direction traffic, and foot the bill for a police officer for the day

2. Park Ave: we park along Park Ave, block off Fri am. Park on street side of sidewalk. Foot traffic would be on grassy side/ sidewalk
3. Bowling Green Lane- it is big enough for all the trucks, but not as wide as Farmer's Market Lane. To exit, there is a curb to go over.

Questions and discussion:

Parking on Tennis Court Row will close at 10:30 am, the usual time.

Ted asks if we are opposed to FON starting earlier in the day. All discussion comments say YES we are opposed to FON starting early as there would be nowhere for customers to park if they shut off parking even earlier in the day.

Bowling Green is a narrower land and it would be a single line of trucks and vendors, no specific order, just line up as you get there. The last farm in would be waiting for all other farms to pack up and leave in order to get out.

?Optional 'block party' on Park st to have vendors line both sided, facing into the street with the street completely closed off to all but foot traffic? This will prevent some residents from entering or leaving their property.

State St Extension- 5 am closure, open to traffic by 2-3 pm

Jamie- can we change for this year? Hanne- yes, our market has the vote but relocation has to be approved by the city.

FON is scheduled for July 26th

VOTE: 10yes, 7 no, 7 abstain 58.8% yes motion passes to move the market

Ted asked for a preference list of locations and he will bring our choices to the city. Members asked to show hands for preference:

- a. Close down State St: 10
- b. Use Bowling Green: 12
- c. Park St (use Parking lane for vendors): 3

- Parking Committee: Carolyn & D. Price
 - Daniel: our market policy is to move a 2nd vehicle to State St Extension; suggested we ske artists to do the same to free up parking for customers. Suggested a letter to hand out to artists with a map on the back. Market Manager could do this- Simon
 - D. Price motioned as above to give a written letter to the artists to suggest parking on State St Ext., not by the park info booth Simon 2nds. Motion passes unanimously
 - Hanne remarks that to streamline the meeting, she will ask for naysayers on items that seem straight forward. IF no one objects, motion will pass. If objections, full vote will be taken.
- Advertising: Carolyn has done a lot of research:

- target advertising to people in walking distance. 2500 addresses are \$450 postage and ~\$800- promotion for people around the park and the square.
- MPBN 10x a week X 6 weeks \$1500 could reach new people and a wider range of customers Hanne suggested pooling with another market to reduce costs. Another suggestion was to advertise on rainy days. Down side is that many of these are probably already customers
- WMPG 2X/wk for 6 months would be ~\$980
- Hanne: this should fall under the Promotions Committee which is currently informally: Lauren, Jamie, Carolyn, Linnea. **Any Naysayers to forming an official Promotions Committee? None, motion passes**
- Customer Counts: first one done on 2/22/14 842 adults (kids not counted) Next one scheduled to be done on the 4th Saturday in March. Random volunteers are working to do this.
- Inspection Committee: Hanne: need to for an official Inspection Committee. Currently: Tom, Heather, Meg, Dominic, John Carter, D. Price. **Any naysayers to forming the Inspection Committee? None**
 - Tom: sample inspection sheet submitted to membership and examples handed out. Any suggestions for changes, additions or deletions? This would be for 2015. None voiced by membership
 - Committee recommends rules changes for buy in signage: “Universal signage will be provided by PFMA”
 - New members as provisional members will be inspected the first year, with at least 1/5th of the membership chosen at random to be inspected each year. There will be 48 hrs notice and copies of the farm’s inspection for will be given to : the farm, the PFMA Chair, the Market Manager(s), the Inspection Committee Chair.
 - If someone is not following market rules, the Market Manager and Steering Committee will review the information. A written warning will be issued if needed. If 2nd occurrence then the member will be dismissed from the market after investigation by the Steering Committee
 - Motion: Lauren motions to accept the changes to the rules and the inspection report form. Jamie 2nds **VOTE: 22 yes, 0 no, 1 abstain MOTION PASSES**
- Market needs official application dates:
 - Simon motions for application for returning members to be due to the Membership Coordinator by the 1st meeting (Annual Meeting) 1st Sat in February. D. Price 2nds. Hanne: Any naysayers? **None, motion passes**

- Permit with the city: Hanne: Permit has been signed and mailed A check still needs to be sent after our memberships have been set.
- Membership Voting Results:
 - Sat: Goransen & Middle Intervale Farm
 - Wed: Goransen Farm & Good Shepard Farm
 - Winter (if openings become available) Dandelion Spring & Two Farmers Farm
 - Simon will allocate spots based on seniority
- Budget Update: Hanne
 - Starting Balance: \$5943.28
 - Total 2014 Income Projected: \$30,450 (including new raffle and merchandise sales)
 - Total Expenses: \$29810= Operating: \$7310, Promotions \$20,500, Merchandise \$2000
 - Projected 2014 net: \$6583.28
 - Carolyn motions to accept the budget, Lauren 2nds. Discussion: Ian: is MPBN included in the \$2000 for promotion? Carolyn amends motion to put Promotion expenses to \$4000 to include MPBN quote and give the ability for the Market Promotion Committee to decide how to spend it. Lauren 2nds amendment
 - Jeff: suggested we pay some one to promote the market as a professional would do a better job
 - ? what about Mary Ellen's survey that was done a couple years ago? It is still out there
 - Jamie mentioned the costs for a banner across State St. Banner: \$1000, \$50/wk to the city, \$285 charge to put up /take down the banner each time(need to hire a company to do this). The first 2-3 weeks in May is available. Does anyone want to join the Promotions Committee? Hanne: Any naysayers to bump up the Promotions expenditure to \$4000 and let committee decide how to promote the market? None
- The Bag Tax Update: Hanne
 - This is an issue before the city committees. Wednesday is the public hearing in committee

- City is looking at a 10 cent tax on each bag used- t-shirt and paper bags, not the thin vegetable bags
 - Vendors would collect the 10 cent tax, keeping 4 cents, remainder sent to the city at some point.
- Councilman Ed S. is looking for support from the market on this issue. D. Price pointed out that the farmers market is already working to reduce packaging waste in the city. Also, he doesn't even use dimes in his stall on pricing, only quarters. It would be a burden. General discussion following showed the farmers are not in favor of this tax. Many agreeing with D. Price that we already remediate the trash at market.
- City councilor E.S. feels that this will go through committee and will include farmers market.
- Other New Business:
 - Ian: concerned about empty spots at market
 - D. Price: wants to have more new vendors
 - Mark: don't misinterpret the vote- no one knew who was going to be accepted
 - Ian: motion to 'if after all the voting there are still empty spaces, we can revisit the vote' D. Price 2nd.
 - Lauren- Vote to fill the market is not democratic
 - Mark- I voted based on products, quality and personal endorsements, not with a # of vendors or spots in mind
 - D. Price- this is an important market and they depend on this as a job. We should understand the importance of this to business
 - Hanne- farms have been dropping out because they are not making enough \$
 - Jeff- the annex people are less hopeful about getting into the square
 - Lauren- sometimes our sales were better in the annex
 - Tom: some applicants didn't even show up to present
 - Hanne asked for clarification of the motion.
 - Ian: withdrew the motion
 - D.Price- withdrew 2nd
 - Meeting adjourned 6:12 pm