

PFMA SNAP Program
3/14/16 Phone Conference/Meeting Minutes
Present: Hanne Tierney, Clara Moore, Jaime Berhanu, Emilie Knight (MFFM)

- Updates on Farmer Games, Cream of the Crop.
- Checkin on Friends Program, going well.
- Maine Harvest Bucks Bonus. Starting April 1st, we will go from doing a 100% match to 50% match. We do not have final funding amount yet.

From Clara:

- a) proposed Friends events such as another membership drive, 4 Friends Days at market (ev other month?), 3 Friends Outings/Farm Events. (Beth and Meg have expressed interest in hosting)
- b) Outdoor Market opening days Kick-off(coffee, pastries, guess your weight/carrot games, face painting) Hanne: maybe have someone come and speak?
- b) SNAP Outreach and Partnering ideas- Public Library for story time, Immigrant Community, Free Lunch Program, Food Pantries, Parkside Community Center, Preble Street, and printing of new info postcards
- c) Wednesday booth- can we get someone else to work Wednesday market
- d) new market info sign about Low Income Access Program, new Token market sign idea
- e) Fundraising- August raffle, sponsorships, cookbook (fall), Farm-a-thon (July), order more swag?
- f) give out \$1 tokens to area businesses for Wednesday market?
- g) Swag- redesign? (answer: no, possibly new products, but lets stick with the current design/look)

Clara let us know that she will be attending USM in the fall. She is interested in continuing this position but having someone else work Wednesday market.

Hanne- Clara please write up a rough draft of Wednesday job description

Jaime- concerned about the market having 2 employees and the time/management it would add to individuals on the committee. Having added WiFi access increases the productivity for Wednesday market, so also feeling concerned about losing that work if the second employee is strictly present just to sell tokens, etc- but not involved in further work for the program.

Hanne- hoping to partner with Preble Street for a gleaning program and hope to develop a conversation with them about potentially serving as a fiscal sponsor.

Hanne- National Farmers' Market week would be a good time to do the raffle.

Jaime- when posting photos on social media, let's identify the farms

Doodle poll will be setup for next meeting

(Hanne will be gone during the week of 4/17)

(Clara will possibly be gone for 1 week in May, Jenn Thompson might be able to cover for her for 2 markets)