

PFMA SNAP Committee

Agenda & Notes - 5/10/2021

- 1) Sponsorship discussion -
 - a) Need to resolve: Are we going to welcome Arcadia to table multiple days at PFMA?
 - i) If so, what do we charge them?
 - b) Additional resources for conversation:
 - i) Link to Arcadia website: <https://welcome.arcadia.com/community-solar>
 - ii) [PFMA Sponsorship Level Document](#)
 - iii) See [Agreement Doc](#)

- 2) Credit/Debit Token Discussion
 - a) Need to resolve: Are we going to restart credit/debit token processing at the info booth this season?
 - b) Additional resources for conversation:
 - i) [Pro's & Con's List](#)
 - ii) [Notes from 3.16.21 meeting](#) - Credit token notes highlighted **in green**

- 3) New business: Jessica's request for an on-site safety protocol (do we have something written already? Can Jessica have a walkie talkie or text chain with on site managers, etc?)

NOTES

Arcadia Solar is giving \$10k, still waiting on a signed agreement from them.
>Wanting to table on more than 1 day at market...
>Willing to pay more money if we allow them to.

Jaime recommended 7/4 weekend, as market returns to Deering Oaks
Arcadia requests June 12th (for whatever reason), and mentioned interest in 7/4 weekend market.

Hanne - warning that 7/4 is not the best weekend for high foot traffic;
-not a great market...
-\$10k a day is a great stall fee

Do we know what the city has to say on this?
-not in the agreement with the city,
-risk of setting a weird precedent; not within normal operations

-we're breaching a for-profit,

Beth - worried about city catching on, violating terms with City;

Hanne - no need to explain, that's what the sponsorship contract indicates, that's what we're offering.

Hanne - not really worried about city enforcing this;

-historically, been challenging to even assess

Jimmy - could be another \$2k for 1 day of tabling

Hanne - some precedent: we've had other for-profits...

-Chipotle gave us around \$10k

-Bangor Savings also approached...

Jaime- Chipotle, donated \$1k to market and \$10k to customers (which landed back into the pocket).

-this fundraising could save member fees that we were expecting to have them pay this fall...

Ruby - will we lose the sponsorship if we don't offer more days?

Jimmy - \$5k level also allows tabling, so \$10k isn't minimum.

How are we for fundraising this year???

-MFFM giving \$15k rather than \$10k, we're in a good spot.

-Jaime also applied for Bangor Savings grant... \$5k

JB - farmers won't have to pay more with this successful fundraising...

HT - feels like the kind of thing that we get worked up about, but when the time comes, we don't even notice. If they have a negative experience this year (rain or otherwise),

JB - they see the on-site day as a major opp, but they're valuing the other offers...

Beth - let's make a decision and set a precedent that we don't have to review...

Hanne proposes: \$15k = 4 setup times total. Exclusive to one entity per year.

>Rationale - 4 times total = sufficient exposure.

>no more than 1x month

>June thru September

>if it's funding half our low-income access program, then they deserve some presence.

Hanne - we're looking for goodwill and humanitarian support...

This will only attract folks who value our LIFA

>>>Frame it - you're paying for HALF of our program expenses with this sponsorship.

Jaime's thoughts: we never expected to get a \$10k sponsor. Feels excited.

- sponsorships are a great way to ease financial burden on the market.
- freeing up funds for the market to do other things they want to do.
- Jaime doesn't have much attachment for more days...
- casual & friendly connection w/ Arcadia, Jaime feels good about it.
- feels like this could open doors for more sponsors - folks seeing the value for Arcadia;
- Jaime can focus more on outreach for LIFA, other focuses...

Topic of exclusivity of this sponsorship level

JB - Bangor Savings is already inquiring about sponsorship and benefits;

Hanne -

Up to 1 per year (\$15k level)

- 4 markets a year seems low-key, 8 or 12 can lead to a different market culture...

Don't advertise the \$15k;

Let Arcadia know we're appreciative, and this is what feels good to us: share the \$15k level idea.

Hanne - SNAP Committee members can look into what their best days are... share that info w/ the sponsor.

Credit/Debit convo

Ruby - are we bending over backwards for a vocal minority?

Jaime - we have not communicated the fate of the credit/debit tokens.

- we have a handful of vendors expecting it to come back.
- over 5 farmers are waiting for it to return

Jaime - I'd like to have some clarity on where we are at. Can we choose yes or no, or decide WHEN we would revisit this.

Hanne - convo; let's just wait til annual meeting; that's what we decided @ previous PFMA meetings;

Statement: It will be discussed at the January winter meeting.

Ask Carolyn to include it in the agenda in the January annual meeting.

#3 - safety protocol for info booth staff;

There was a situation at the last market - vendor and shopper conflict.

-unstable shopper who destroyed some products;

Hanne - told market members they could call the cops if they wanted to;

-vendors who were affected by it didn't want to call the police;

Hanne - doesn't need to be dealt w/ by SNAP committee;

-pfma has a good communication chain; walkie talkies won't make a difference whatsoever.

David must have given Jessica warning, she was startled and curious about a protocol.

Walkie talkie would be between jessica & market manager;

Beth - definitely need a protocol for info booth; could connect w/ Beth; involve Beth in this.

JB - as employers, we have responsibility to ensure the safety of our employees.

-we should spell this out, make sure we're all on the same page.

RN - Create an official policy. Buy walkie talkies to give to the on-site manager...

HT - could move her closer to Beth.

Jaime can let Jessica know