

Portland Farmers market Meetings: Steering Committee March 1, 2014

Members Present: Hanne Tierney, Jamie Berhanu, Daniel Perone, Daniel Price, Megan Liebman, Simon Frost, Mike Farwell, Jodie Jordan, Carolyn Snell, Heather Donahue, Tom Bacheldor, Scott

1. Meeting opened with discussion of the Permit Contract with the City of Portland
 - A. Tempeh - was added as an item to be sold. The city clerk can now add items on the yearly permit as long as items are in the spirit of the market (once yearly). No need to wait and go through the city council process to add items.
 - B. Festival of Nations- options are to close early, cancel market or move to another location within the park. The city wanted 3-4 other events or festivals 'to be named' but Hanne negotiated down to two (FON and one other event, yet to be named or date chosen). If we move to another location in the park, market would pay for police presence to direct traffic, etc. (approx \$700 cost to market) The agreement with the city states we have the choice to close early or move. Also states that if FON organizers cease to have the event, then there would only be one other event that would effect the market.

Jamie suggested that if the market moves location, a map may be needed to show the alternate location. Much discussion focused on moving the market and alternate locations, including: same location as Gay Pride event, on the sidewalk of State Street Extension, Park St, and just closing early.

Hanne will submit possibilities to the city and have update for the 3/15 membership meeting
 - C. Winter market location: permitting change needs to be made listing UFF instead of IHC. Lauren will update this
2. Carolyn: New applicants spreadsheet created and will be sent to the whole membership before the next meeting
 - A. How many spots are available? 1 Sat, maybe 2; Wed 2-4
 - B. Total new applicants: 18-25
 - C. Voting at membership meeting: Roberts Rules, one vote per farm member, per applicant.
 - 2/3rds majority required to be voted into market membership. If more applicants gain 2/3rds than spots available, then second round of voting may be necessary.
 - Discussion focused on how an abstention vote is counted: yes, no or not even part of the voting pool? Meg looked up the Roberts Rules and confirmed that an abstention is not counted as part of the tally to gain 2/3rd of vote.
 - Example: 10 farms present, 1 farm abstains from vote, 6 yes, 3 no, farm would be voted in because 6/9 of the vote was in favor.
 - D. Method of voting: discussion about the confusing voting at previous meetings- part of which is because members of Sat market can apply for Wed market. As members of the association, they are able to vote, but have previously been excused after the applicant presentations. Suggestion for printed ballots was made- Heather had a sample ballot with farm name, town, membership status and markets applying for. Other members favored

hand voting due to time constraints and Jamie suggested there maybe be a web application that would be useful? Much discussion followed including that there needs to be a way to inform the membership of what products are sold at market to determine “what does the market ‘need’?”.

E. Discussion summary regarding voting process:

- One round of ballot voting will take place. Each farm receiving 2/3 majority of the votes cast for that farm will be eligible for membership. In the event more farms than spots available for a market reach the 2/3rds threshold, the farms with the most votes over the 2/3rds will prevail. In the event of a tie, a second round of voting will take place. In the event not enough applicants reach the 2/3rds threshold, spots will be left vacant. **Hanne will give voting instructions including the implication of abstention votes.**
- Daniel Price motioned that the ballot type voting be accepted, Lauren 2nd, vote passes, unanimously
- The new member presentations will take place first, then the business meeting so that ballots can be counted and if necessary tie breaking vote can happen before the end of the meeting. Existing members applying for additional market days are able to vote and then be excused during discussions, but come back to attend business meeting if they wish.
- Hanne mentioned that a way to streamline the voting process within our steering committee meetings was to ask for naysayers, if someone speaks up then a full vote is called, if not, then automatically passes.
- Lauren mentioned that Fuzzy Udder (Jessie Dowling) has a family member that owns Spartan Grill on Monument Square. She has indicated on her application she would like to set up in front of the restaurant on Wednesdays and would not take up additional market space. If this happens and she is not voted in a member of the market, she would not be eligible to use the token system since she is not a member of the market. She would need to pursue permitting through the city of Portland and with the restaurant.

F. Market Promotions

- Shopping bags are popular- we need to order more from a local vendor. **Lauren will spearhead this.**
- **Are there other items we should have? There are other items on order (hats?)with the existing vendor, but services is slow and Daniel is not sure what we will end up with. **Jamie will help Lauren with this, Lauren will go see the printer this week.****
- Daniel Price motioned a Promotion Committee be formed, Carolyn second the motion, no naysayer, motion passes. **Hanne will be in touch with budget information**
- Carolyn has ideas about advertising, but they fall under parking discussion later on.

- Plastic Bags Ban in City of Portland? Is there going to be a bag tax? Hanne will touch base with the city to find out what is going on . Daniel Price will check in with John Naylor @Rosemont to see if he has any insight to the issue- John is part of a city wide group that is working on waste reduction- “Green Packaging working group”?
 - Does the market need a policy about this? Consensus of group is that it depends what form the issues takes- a bag tax?
- G. Inspection Committee update:
- Request has been made to lay out a specific action plan if there is a problem requiring follow up
 - Committee is developing an inspection form
 - Chair of inspection Committee would hold copy of all applications and inspections, Market manager would also have a copy of inspections
 - ?as to whether the Inspection Committee needs to be voted on or can the Chairperson of the market appoint? Hanne will check on that
 - Universal Buy- In labels: market will produce a label for all vendors to use, will be laminated, colored and simple: state farm purchased from, product name and price
 - Sample buy in card will be presented at 3/15 meeting Daniel Price and Tom Bachelidor will work on this
 - Parking: Carolyn presented information about a direct marketing campaign that cover residents within walking distance, to encourage them to walk instead of drive to market.
- H. By Laws: Any changes? Carolyn: there is no official deadlines for applications, either new or existing vendors
- I. New Business:
- agenda for new member meeting March 15th- Present new applicants first then follow with business meeting
 - Jamie- thinking ahead, 2018 is the 250th anniversary of the market- do we need to begin planning events? This year she would like to create a collage of all the farmers and their children
 - Scott: we should see a CPA about advice regarding federal taxes, etc for the market. Everyone agrees that this is a necessary step.

Adjourn