

12/8/2015

PFMA SNAP Committee Meeting

Attended by: Hanne Tierney, Carolyn Snell, Jaime Berhanu, Clara Moore

1. Winter Market Promotion”
 - Clara did a great job of getting the word out, distributing flyers, posting to FB and Instagram, etc.
 - Hanne will get more outdoor market signs to put out during market hours
 - Clara said Meredith Goad will be featuring the token gift bags in the Portland Press Herald’s holiday shopping guide.
 - Committee agreed to purchase more garlic mesh to make more token gift bags.
2. Online Store:
 - Online Square Store is live, Clara did a great job at getting it setup and running
 - working on making the “market” hours on the store not imply that the store is closed during non market hours.
 - Clara will work on clarifying how the shipping options will work
3. Online Contest:
 - Clara’s idea is to have customers post/tag photos and the most “liked” photo wins any swag item under \$15. Money to come out of promotions budget.
4. SNAP Outreach:
 - Clara put together a list of all the places she has brought SNAP materials to. Document is available to the committee through Google Drive.
 - Hanne suggested bringing materials to Maine Med (other hospitals) to see about including info about market/SNAP access to include in New Mom packets given out by Labor & Delivery departments. Clara will look into this.
 - Committee discussed the need for more/better signage for both winter and summer markets. Committee agreed on 3 signs:
 - a) 18”x5’ vertical “TOKENS” sign, green and white to match large banners
 - b) 18”x24” SNAP sign (including Harvest Bucks Logo)
 - c) 18”x24” SNAP Doubling sign
5. Token Counting:
 - Works best for Clara’s schedule to keep token counting to Thursdays.
 - Credit \$1 tokens are a little low, 700 count remaining.
6. FINI:
 - Close to \$7000.00 in incentive tokens have been redeemed by farmers to date.
 - Discussion about whether cider counts for incentive purchases, since there is very minimal processing. Need to ask Leigh to be sure.
 - Discussion about there being farmers who may not be accepting tokens. Agreed to talk about it at the annual market meeting in February.
 - Committee agreed to adopt MFFM’s new name for the FINI Incentive token program: “Maine Harvest Bucks”. Effective immediately.
 - Need to clarify with Leigh who we should be crediting for the grant funding.

7. Friends of Portland Farmers' Market:

- Treats: Clara says she'll scrap the idea, Hanne mentions we can still do random rewards without promising it in writing.
- Newsletter: Clara will aim for monthly newsletters, but we will keep the wording "regular newsletters" in case there is a need for more time at any point. Newsletter content to include recipes, photos, what's in season, etc.
- Logo: agreed to stick with the market's current logo to reinforce our brand instead of using a new logo- though Clara's design was very nice.
- Name: agreed to use "Friends of the Portland Farmers' Market", and also include a statement referencing where the proceeds go to (PFMA'S low income food access program) on all print material to be transparent about what the Friend's campaign is funding.
- Clara mentioned feeling stuck sometimes when email discussions don't produce a decision. Hanne suggested when this comes up, for Clara to notify her of a vote request from the committee so that a decision can be made in a timely manner so that Clara can use her time as effectively and efficiently as possible.
- Description of Friends campaign approved.
- Press release approved with a few edits.
- Management of membership renewal discussed. Clara pointed out that there will be ongoing signups, and we should avoid renewal of memberships being too complicated. Hanne suggested using a spreadsheet to keep track of membership by the month, and then only sending out requests for renewals by the month.

8. Volunteer Recruiting:

- Clara would love a really solid list of tasks for volunteers. More challenging to come up with volunteer tasks at winter market.
- Hanne said customer counts should be done once per month during winter market.
- Clara said it would be great to have aprons for volunteers to wear to identify their roles.

9. Sponsorship:

- Discussed strategy for approaching Maine Med, Maine Health, Unum.
- Colleen Fuller may be a good person for Clara to connect with for advice.

10. New Business:

- a) Clara would love to put together a fundraising event for the Spring (possible April-May) Event would likely be food/drinks, possibly taking place at Cove Street if possible/available. Hanne says "YES!" and keep in mind city rules and regulations. Committee feels confident in Clara's skills to put an event together.
- b) Carolyn would like to do Floral Dreamscapes again. Committee thinks that's fantastic.
- c) Clara: website FAQ page needs to be updated with new winter market location. (Completed by Jaime) Also, the website needs a volunteer signup link.
- d) Clara would like to develop some coupon/incentives for potential new customers who work nearby to Monument Square. Her idea is to put together packets that contain info cards attached to \$1 tokens and hand them out to area businesses to give out to their employees. Value of tokens handed out could come out of the Promotions budget. Carolyn asked if it could be like a welcome packet. Clara would talk to company HR departments. Clara to put together a budget for approval by the promotions committee and then membership approval at March meeting.

- e) Discussion about increasing awareness by farmers of donations needed throughout the year. There have been a few requests for donations that ended up being difficult to collect on. Maybe farmers' forgot about the requests when they were originally made? Agreed to put together a list of planned donation needs to present to the membership meeting in February.
- f) Discussion of needing to do a better job in spring promotion of seedling purchasing being eligible for SNAP customers.
- g) Market office lease is up for renewal at the Resilience Hub. Committee agreed to renew the yearly lease.
- h) SNAP program needs its own wifi hotspot so we are not asking employee to use their personal data. Committee approved putting a Hotspot into the 2016 SNAP program budget.
- i) SNAP program should really have its own digital camera so we are not asking employee to use their personal device. If volunteers are used to take photos, employee would have to hand over their personal device. Committee agreed to work the cost of purchasing a digital camera into the 2016 SNAP budget.
- j) A request was made to create a page on the market's website for farm job listings. Jaime proposed adding a permanent page with a link to a separate site maintained by the farmer who expressed interest. They could be in charge of maintaining and editing this list. Jaime does not wish to add more ongoing tasks at this time. Carolyn mentioned the need to include on the website a statement that the listing is not a statement of endorsement.

For next meeting: Clara will develop a plan for Spring Fundraiser for further discussion
Next Meeting: January 4th, 1:00pm in Bowdoinham