

## Minutes for the Meeting 12/12/2016

### SNAP Committee

1. Recap summer additional employee
  - Emma Macey, positive experience and might return in the Spring
  - title: Market Info Booth Attendant
  
2. -Finalizing our Rental Proposal/[Moving Plan](#)
  - will send along proposal and ask for a lease - Hanne or Jaime will sign
  - plan for moving on a Saturday after Market
  
3. -Ordering Purple Tokens - transition plan
  - assess the number of unredeemed black tokens
  - the transition to Purple Tokens has been already done
  - advertising of use of Black Tokens: signs on table, press release?, On FB monthly, in a Newsletter
  - use back stock of black tokens? reuse in a few years
  - Expiration state? Not legally allowed
  - Clara will do an assessment of how many Purple Tokens (and others) we need
  
4. -Dates for Customer Counts -
  - Middle of each month, beginning this Saturday 12/17

5. -Proposing a change in Clara's hours during the school semester (I have found that I am not doing a good or efficient job during the semester, as my brain is quite preoccupied - I will be coming with a proposal to cut some of my office hours during the semester, so we can disperse those hours during the summer when I would like to do some wonderful programs!)

- Proposed change from 16 hours to 12 hours per week for winter and then add 4hours per week in Summer.
- Is this possible per grant? The Grant Period is Sept - Sept, so this seems possible.
- As work for the Winter, is this feasible within the scope of the Market? Shifting the focus of fundraising to the Summer
- APPROVED, Jaime and Clara will work out number details

6. -Plan/Goals for Winter Market

- Friends of the Market, is going well! The emails are successful.
- Hanne sees important: Advertising the new Match, Press Release, Marketing push for outside for Summer, Friends Campaign, Letter to sponsor, Maintain the data
- \$1800 of FINI Outreach dollars available until March 2017: outdoor signs? Advertising print and radio? CLARA put together a proposal for next month to press go, clarify with Emilie the money and deadline

7. -Possible fundraising ideas

- February Friends
- Merch
- Create a buzz through another organization (Flatbread?)
- promote Friends as a Holiday Gift

8. -Marketing for Winter Market
  - Mary Ellen is putting energy into that. She may cover some of that cost.
  - \$700 in promotions budget for this year.
  
9. - Thoughts on treasurer's position- moving forward
  - needs to be approved at Yearly Vendor Meeting. Proposed to continue working 5 hours a week, partially covered by grant. Jaime could stay on as employee at Market. Suggest electing new treasurer at meeting to oversee Jaime.
  - We all appreciate Jaime, her work, and her willingness to stay.
  - Will Jaime remain a part of the SNAP committee? Yes, Jaime's input is extremely valuable.
  
10. Letter for [sponsor](#)
  - respond to changes in document, and send back changes to committee
  
11. Winter Market MHB Match
  - Should we return to the 1:1 Match? APPROVED, while funding lasts, until Summer Market, \$100 transaction limit
  - Should we limit it? There is a lot of funding left, but worry about stock up.
  - Last year, we did \$8500 in SNAP transaction
  - Reminder that we need to keep record of in-kind donations for MHB
  - Is our Match keeping up? Any money used to support the booth and salaries can be used, not fundraised money in the bank. JAIME will report back about year-to-date reporting and add Clara and

Hanne to this info: Roughly \$900 past what need so far

12. Press release?

13. Next meeting? proposed date January 4th