

2/4/12 Portland Farmers' Market Association

Annual Meeting

Meeting Minutes

Meeting held at the Burton Fisher Meeting Room, One City Center, Portland Maine

Attendance:

Ian Jerolmack- Stonecipher Farm
Richard Rudolph- Rippling Waters
Carolyn & John Snell- Snell Family Farm
Jodie Jordan- Alewife's Brook Farm
David Buchanan- Old Ocean House Farm
Mark Heidman- Maple Springs Farm
Chris & Gallit (& Calliope) Cavendish- Fishbowl Farm
Dick Fowler- Pleasant Hill Gardens
John & Molly Pease- Merrifield Farm
Lauren Pignatello- Swallowtail Farm & Creamery
Jean Koons- Kennebec Cheesery
Doug & Heather Donahue- Balfour Farm
Simon Frost- Thirty Acre Farm
Meg Liebman- South Paw Farm

Pete- Maine-ly Poultry
Beth Schiller- Dandelion Spring Farm
Clayton Carter & Hanne Tierney- Cornerstone Farm/Fail Better Farm
(Apprentices from Merrifield Farm)
Larry Bruns- Hanson Field Flower Farm
Mike Farwell- Uncle's Farm
Daniel Price- Freedom Farm
Jaime Berhanu-Lalibela Farm
Proxy votes:
Mary Ellen Chadd-Green Spark Farm
Scott Howard- Olivia's Garden

1. Welcome
2. Collection of Association Dues & Returning Vendor Renewal Applications
3. Officers' Report
 - a. Treasury Report (read by Daniel Price for Scott Howard):
 - Roughly \$2000.00 in bank account currently.
 - EIN number has been set up.
 - Bank account setup with online access to increase check-writing efficiency.
 - Quickbooks account setup (all electronic so account can be passed on if necessary.)
 - Working on integration of Token program money/reimbursement with checking account and quickbooks to simplify immediate knowledge of available funds and funds in transit to farmers for reimbursement of tokens.
 - Working with accountant to file a form 990 by May 15
 - Checking with Maine Revenue Services to see if we are sales tax exempt or can be for resale of items for fundraising. (if we are not exempt, then setting up a resellers certificate for selling and filing sales tax report.)
 - b. SNAP/Token Report (Jaime Berhanu)
 - Report of 2011 totals from token "sales" (SNAP=\$20,381.23; CREDIT/DEBIT=\$35,966.27; TOTAL=\$56,347.50)
 - Storage for tables/tent/signs has been established at the Portland Food Co-op. Still working on finding secure storage for tokens/machine. Jaime will continue transporting/storing these until appropriate storage has been found.

- Steering Committee voted in a previous meeting to continue working with Cultivating Community. A new grant (City of Portland's Community Development Block Grant) has been applied for & funds will be available in March to continue the next 2 years of booth staff & supporting funds. After these 2 years, the market will need to have decided how to proceed with the operation of the program (continue working with a community partner or fundraise independently and operate the program in it's own)

- Likely to add 2 new tokens for 2012: General Assistance Token and an Incentive Token. (these will both have the same guidelines/restrictions that the SNAP tokens have)

- Food Stamp Customer Incentive has begun at the Winter Farmers' Market. \$3,000.00 has been given out to SNAP customers to use at the market so far. Winter vendors are seeing new market customers using SNAP tokens. Incentive program will very likely continue to summer market.

- Chris Cavendish suggests if any reprinting of tokens occurs, making tokens easier to find denomination/token type (i.e. denomination on both sides) will benefit vendors.

- Suggestion is made to obtain a counting method that would eliminate the need for manual counting of tokens. Chris will bring a coin counter to try out & Jaime will look into poker chip counters.

c. Chairman's Report (Daniel Price)

- question was asked about how the Association is/will be related to the City's structure for the rules/guidelines of the Farmers' Market: Daniel reads aloud the change to the Farmers' Market Ordinance (sec 21-1) from 7/20/2011 that now states *"The City Clerk shall seek input from the Portland Farmers' Market Association when promulgating said rules...shall consider amendments to the rules upon request by the Association."* Larry mentions that the goal will be that the Association can eliminate a considerable amount of work for the City Clerk's office by collecting farmers' city license money and submitting one check for the entire market to the City for Farmers' Market Licenses.

4. Farmers' Market Logo

- Daniel Price reports that he and the Steering Committee has been working with local artist & market customer, Luke Fuller, in developing ideas for a farmers' market logo. Daniel had hoped to have a few ideas to share to the membership, but the artwork will not be ready for 1 more week.
- Discussion about how the market could use a logo, such as promotional and fundraising purposes and for a consistent visual connection to the market.
- Discussion of reciprocation for the graphic design work- artist could be given payment in the form of tokens, which would be built into the budget.

5. 2012 Association Budget

- Hanne Tierney presents the Association Draft Budget for 2012. (see Budget)
- Richard Rudolph suggests considering putting an ad in the Portland Press Herald at the beginning of the summer market to remind customers of the start date.
- Hanne suggests someone from the market could write a press release.

- Larry suggests to add in to the budget \$250.00 for the Maine Federation of Farmers' Markets, and to register with Portland Buy Local (\$100.00)
- Chris suggests looking into Google Ads and to double check the price listed for brochures.
- Hanne suggests changing one of the line item's wording from "hats and bumper stickers" to "market products".
- Dick suggests checking with Department of Agriculture about using their tote bags and adding our logo on the back side.

Daniel Price moves to accept the 2012 Budget with the suggested changes.

Dick Fowler seconds the motion

22 votes in favor

0 opposed

0 abstained

Motion passes.

6. Changes to Ordinance regarding Raw Dairy & Alcohol

- Daniel Price reports that there has been a proposed amendment change to add raw milk and alcohol to the Farmers' Market Ordinance. (The City Council meeting is scheduled for Monday, February 6, 2012 in City Council Chambers)
- Daniel read aloud a letter that he and the Steering Committee drafted to submit to the City Council. The letter expresses support for the passage of raw dairy and asks that raw dairy and alcohol be considered separate items for the Council to vote on.
- Hanne suggests adding "properly licensed and insured" to the letter.

Hanne Tierney moves to accept the letter with the suggested change.

Chris Cavendish seconds the motion

21 votes in favor

0 opposed

1 abstained

Motion passes.

7. Update Reports from Current Vendors on Major Changes to Product Lines.

- Meg Liebman reports she has just built a cheese room.
- David Buchanan reports he will have cider.
- Ian Jerolmack reports he will have certified organic eggs.
- Daniel Price reports he may have beef.
- Dan Perron reports he may bring Aurora Mills grain & flour.

8. New Member/Vendors

- Daniel reports that 1 farm has left the Saturday market, so there is 1 space available on Saturdays for a new farm.
- Daniel adds that the Steering Committee had talked about considering adding a few small vendors to the grassy area between the north end of Farmers' Market road and the walking path (without a parked vehicle). Chris mentioned that at another market that is on grass, the grass can become very muddy.
- Hanne reported having counted vendors during Saturday markets and there having not been more than 33 vendors on one day.

- Dick suggests we should figure out how to add more parking before adding too many more vendors.
- Richard mentions that the Health & Rec Dept. does not want us to drive on the grass and we should not be encouraging folks to drive on the grass to their spots.
- Daniel reminds that there is another walkway on the other side of the grass, and adding vendors to grass spots may not mean customers would only be walking on the grass. If these proposed vendors arrived early enough they would not need to drive on the grass. Also that there are no signs in the park that say not to walk on the grass.
 - Daniel suggests considering adding seasonal vendors for spring and fall only.
 - Larry reminds that we are not ever supposed to drive on the grass for any reason.
 - Discussion of adding farms to the Wednesday market, in the annex. Beth and Ian encouraged the idea, with possibly 3 or more new vendors.
 - Lauren requests clarification of the boundaries in the annex. Larry answered that we must be 12 feet from the buildings and that there can only be one row of farmers.

Membership Meeting scheduled for Saturday, March 3, 2012 at 2pm, same location.

9. New Business

- Larry mentions a request made by a vendor to change market start/stop times for Saturday market- the request is to change to 8-1 instead 7-12. Discussion on the issue. Richard expresses that he does not think it's a good idea to change it- there are a number of regular customer who come very early. Daniel adds that we might want to consider lengthening the market to 1pm and keeping the start time at 7, but we cannot get an ordinance change on it for this season.
- Chris suggests considering a second Saturday market that could run in the afternoon
- The Steering Committee will look into surveying customers and considering the Saturday extension further.

Hanne Tierney moves to keep the Weds market hours 7-2 & the Sat market hours 7-12.

Daniel Price seconds the motion

22 voted in favor

0 opposed

0 abstained

Motion passes

• Larry mentions that some farmers are selling in partnership with other farms-should they be paying an additional fee for "ghost members"? Examples: Cornerstone/Fail Better Farms, Fresh Start Farms, South Paw Farm. Discussion regarding number of vehicles parked should be considered and how "official" the partnerships are. Discussion is tabled.

• Jaime suggests adding "Yearly Goals" to the annual agenda each year: the group would together, brainstorm goals to be reached by the following year. (Jaime's suggestions: customer counting and organizing volunteers)

• Beth expresses wanting to continue the discussion as a group of the concept of working towards a producer-only market. Larry adds that a time period to phase into this could be considered to give farmers' a chance to plan for it (5 yrs?) Daniel suggests starting with working on enforcement of current rules.

•Dick suggests creating a safety policy/plan either market-wide or between market neighbors, especially for Wednesday market, which would establish guidelines for how vendors should respond to issues at market regarding safety (i.e. stolen products or cash, threatening behavior)

10. Election of Officers

•Daniel asks if anyone present is interested in joining the Steering Committee

Carolyn moves to have officers stay the same

Daniel seconds the motion

22 voted in favor

0 opposed

0 abstained

Motion passes.

2012 PFMA Officers:

Daniel Price, Chairman

Scott Howard, Treasurer

Jaime Berhanu, Secretary

Hanne Tierney, Membership Coordinator

Larry Bruns, Saturday and Wednesday Market Manager

Lauren Pignatello, Winter Market Manager

Members-At-Large: Carolyn Snell, Mary Ellen Chadd, Mike Farwell, Jodie Jordan

11. Provisional Members

Provisional members present (Kennebec Cheesery and Balfour Farm) submit applications and present their farms for consideration as voting members. Provisional members exit meeting.

Daniel Price motions to accept Kennebec Cheesery and Balfour Farm as permanent members with voting privileges.

Richard seconds the motion

All voting members present in favor (16)

12. Adjournment

Schedule of Next Meetings:

Membership Meeting: Saturday, March 3, 2012 at 2pm (same location)

Steering Committee Meeting: to follow Membership Meeting 3/3/12