

Minutes from the Annual Meeting of the Portland Farmer's Market Association
held at the Portland Winter Market location (Urban Farm Fermentory), 200 Anderson St., Portland
Maine
February 1st, 2014

Attendance:

Mary Ellen & Austin Chadd, Green Spark Farm
Jodie Jordan, Alewives Brook Farm
Mark Heideman, Maple Springs Farm
Jaime Berhanu, Lalibela Farm
Jessie Dowling, Fuzzy Udder Creamery
Howard Pease, Merrifield Farm
Daniel Price, Freedom Farm
Hanne Tierney, Cornerstone Farm
Michael Farwell, Uncle's Farm
Simon Frost, 30 Acre Farm
Doug & Heather Donahue, Balfour Farm
Jean Koons, Kennebec Cheesery
Carolyn Snell, Snell Family Farm
Jessica Koubek, The Good Shepherd's Farm
Dominic Pascarelli, Tow Farmers Farm
David Buchanan, Old Ocean House Farms
Scott Howard, Olivia's Garden
Ian Jerolmack, Stoneciper Farm
Meg Liebman South Paw Farm
Daniel Mays & Sarah Longstreth, Frith Farm
Lauren Pignatello Swallowtail Farm
Jan Goranson, Goranson Farm
Tom Bachelder, Tom's Honey & More!
Rick Dwinnell, Meadowbrook Farm
Dainel Perron, Sumner Valley Farm
Bruce Hincks & Don Beckwith, Meadowood Farm
Larry Bruns, Hanson Field Flower Farm
John Carter, Middle Intervale Farm
Christine, Fresh Start Farms
Pete, Mainely Poultry

**Portland Farmers' Market Association Agenda
Annual Meeting
February 1st 2014**

Welcome

Reports

Manager – did we fit this year? How did it go?

Manager Winter Market - new location

Treasurers -

Parking committee -

Snap committee -

The City of Portland – Where are we at? Festival of Nations etc

Snap/information booth - new protocols, tote bag sales, fund-raising, and staffing

Bylaws and Rules – Committee (will be default the steering committee but do others want to join in conversation)

Rule modifications – Will have minor amendments to rules, copies will be available at market

Partnership/mediation committee - proposal

Parking committee – brief next steps, who wants to help

Set dates for promoting markets in each location “opening day” Wednesday = ? Sat = May 3rd?

Winter = Dec 6th?

Extend the winter market time?

Room for new members? 4 on Wednesday, 1 on Saturday?? No spots currently available for winter

New Wednesday Winter Market?

Election of Officers (current)

Chair (Hanne Tienrey)

Manager (Lary Bruns)

Manager winter (Lauren Pignatello)

Secretary (Mary Ellen Chadd)

Membership Coordinator (Carolyn Snell)

Treasurer (Scott Howard)

Steering Committee (Daniel Perron, Daniel Price, Simon Frost, Jaime Berhanu,

Mike Farwell, Jodie Jordan) need at least 2!

Any Farms bringing new Products

Voting on Provisional members

New Business?

Minutes:

Lauren: Winter Market Update: Greenhouse going up this spring at market location (200 Anderson St), help to expand the winter market with 2 more vendors. Much more customer traffic, parking, food trucks, and built-ins here at new location. Request for help to put up greenhouse = free winter rent in next year's winter market 2014/15 for winter vendors who volunteer to help.

Larry Bruns: Summer Market Comments: First year Larry has seen increase in his own business since the market crashed a few years ago – it was a good summer. One intervention this year was easily resolved and no other problems have persisted between vendors.

Scott Howard: Treasurer's Report: \$17,000 in unredeemed tokens, \$16,000 in double value coupons to be used (grant), see report here below.

Daniel Price motions to approve the 2013 P&L and Balance Sheet prepared by Scott Howard, Treasurer. Don Perron 2nds.

In Favor: 22 (out of 28 farms present at this hour).

Opposed: 0

Abstaining: 1

Passes.

4:30 PM
01/31/14
Accrual Basis

Portland Farmers Market Association
Profit & Loss
January through December 2013

| | Jan - Dec 13 |
|---------------------------------|--------------|
| Ordinary Income/Expense | |
| Income | |
| Direct Public Support | |
| convenience fee | 3,851.00 |
| Individ, Business Contributions | 18,000.00 |
| Total Direct Public Support | 21,851.00 |
| DVCP Income | 27,000.00 |
| Market Token Sales | |
| Convenience Fee | 764.00 |
| Credit Card Token Sales | 160,922.00 |
| Snap | 34,419.00 |
| Market Token Sales - Other | -8,439.50 |
| Total Market Token Sales | 187,665.50 |
| Merchandise Sales | 1,019.00 |
| Program Income | |
| Membership Dues | 1,710.00 |
| Total Program Income | 1,710.00 |
| Total Income | 239,245.50 |
| Expense | |
| advertising | 969.00 |
| Bank Service Charges | |
| Account Service Fee | 10.00 |
| Credit Card Processing Fee | 3,691.69 |
| Total Bank Service Charges | 3,701.69 |
| Contract Services | |
| Legal Fees | 982.89 |
| Total Contract Services | 982.89 |
| Market Booth Expenses | |
| Labor | 13,329.00 |
| Tokens | 854.79 |
| Total Market Booth Expenses | 14,183.79 |
| Member Token Redemption | 212,710.84 |
| Memberships and Dues | 250.00 |
| Operations | |
| Printing and Copying | 39.90 |
| Supplies | 464.11 |
| Total Operations | 504.01 |
| Total Expense | 233,302.22 |
| Net Ordinary Income | 5,943.28 |
| Net Income | 5,943.28 |

4:30 PM

01/31/14

Accrual Basis

Portland Farmers Market Association
Balance Sheet
As of December 31, 2013

| | <u>Dec 31, 13</u> |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bank of America Checking | 47,581.67 |
| Petty Cash | 250.00 |
| Total Checking/Savings | 47,831.67 |
| Accounts Receivable | |
| Credit Card Fee Reimbursement | 571.03 |
| Total Accounts Receivable | 571.03 |
| Other Current Assets | |
| Market Merchandise | 3,769.00 |
| Total Other Current Assets | 3,769.00 |
| Total Current Assets | 52,171.70 |
| TOTAL ASSETS | <u>52,171.70</u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| DVCP Remaining | 16,781.00 |
| Unredeemed Tokens | 17,784.00 |
| Total Other Current Liabilities | 34,565.00 |
| Total Current Liabilities | 34,565.00 |
| Total Liabilities | 34,565.00 |
| Equity | |
| Opening Balance Equity | 5,078.81 |
| Unrestricted Net Assets | 6,584.61 |
| Net Income | 5,943.28 |
| Total Equity | 17,606.70 |
| TOTAL LIABILITIES & EQUITY | <u>52,171.70</u> |

Daniel Price: Parking Committee Remarks: Annual accomplishments: extension of hours on Saturday to 1 pm; request all market farmers and employees (as well as crafters and artists) to not park within or around the park, including Tennis Court Road and the Park's street boundaries on Saturdays. Winter market has significantly better parking than previous winter location.

Jaime Berhanu: Snap Committee: \$48,800 SNAP Tokens, \$11,571 incentive money (grant funded) plus matching dollars, = +/- \$60,373 total food stamp tokens. Credit tokens = \$169,554, equals over \$218,000 all total token (credit and snap) business this year.

In the past 2.5 years of this program: \$116,000 SNAP tokens + 330,000 Credit tokens = \$446,000 total all tokens!

\$217,406 total tokens paid out this year to farmers. 722 hours worked/paid by token booth employee (Crystal). Please comment on the survey regarding the token booth employee – we are looking for feedback!

Hanne Tierney: 2014 Summer Deering Oaks Closings for Saturdays: The Festival of Nations wanted the PFMA to close early at 11:30 – 12 noon for their festival saying “no sales after 11:30 am.” The City of Portland suggested closing State St. extension or moving the market to another side of the park. The City wants to negotiate closings for 3 additional days per year to allow other events in the park, although there are no other named festivals at this time. There were originally 3 other specifically named festivals the market was closing early for that were negotiated between the City and Ramona Snell and Larry Bruns several years ago, but those three other specific festivals do not exist anymore. Hanne is meeting regularly with the City regarding these issues.

Hanne Tierney: SNAP Committee Credit Token Fee Change: The Farmer's Market lost money this year through the swip service charges, and have been taking money out to cover those business fees. Going forward 3% on every swipe will be charged to farmers' redeemed tokens. Swipe donations did not cover these charges, so these costs will be charged to farmers this year. SNAP tokens are covered by grants.

Regarding token counting: Heather Balfour: When you separate them, keep zip lock bags in your token bag, and put the different tokens in the bags so they do not have to be sorted again by the token booth employee.

Jaime: Notice to all: Don't record tokens by market, or by original date. Please divide tokens by four types (SNAP \$1, SNAP \$5, Credit \$1, Credit \$5) and (only) the date you turn them in.

Hanne Tierney: Market promotional stuff: Hats are not coming, due to difficulty with contractor.

Richard Dwinnell: Plastic Bags: (to Hanne) Please be aware the City of Portland will be making all retailers in the City charge customers for plastic bags – our market needs a voice in this proposed legislation.

Hanne: Token/Info Booth Employee: Currently grant funded 12-18 K/annual cost. For more info see minutes from past SNAP committee meetings. This committee meets regularly, please join (contact Jaime, Hanne, or Carolyn).

Hanne: Steering Committee: There has been a request to add community members to our board. We

need someone to spearhead this idea and write a proposal. Please volunteer.

Hanne: Fees New this year (due to separation from the City of Portland):

\$100 Permitting fee (City asks PFMA to collect this and send one check to cover all farmers).

\$50 per location (Winter/Summer Wed/Summer Sat).

Hanne needs to correct renewal application to reflect these fees

Deadline ASAP! Please include all State licenses, and organic certificate if applicable.

Please note your original joining date so we can establish an official record of seniority.

Hanne: Partnership Committee:

The Partnership Committee of the Portland Farmers' Market Association met on 3/10/13 and would like to submit the following proposal to the members of the PFMA.

Regarding mediation services:

1. *Renumber §12 ("Violation of the rules") to be §13 and create a new §12, titled: " Conflict Resolution and Mediation"*
2. *New §12 to read:*

Mediation will be used as a means of last resort if issues at the market cannot be resolved. The cost of the mediation will be split between the market and the individuals involved in the dispute.

Regarding partnerships:

1. *Amend our membership application to ask the question: "Who does this membership represent?"*
 - *ie. What persons and/or farms and/or farmers and/or businesses will be part of this membership.*
2. *Clarify that the liability insurance policy for a member must be in the same name as that on the application and licenses.*
3. *In the case of the breaking of multiple entity memberships, the membership will remain with the original holder of the membership.*
4. *Amend our by-laws as follows:*

In Article 3, paragraph 1:

Any farmer(s) qualifying with Maine homegrown products shall be eligible for membership in the ~~organization~~ association by agreeing...

Feed back on this idea also – we are not proposing that we put this into immediate action, looking for feed back!

"Multiple entity memberships are not allowed to buy-in products for resale."

Hanne proposes to resolve disputes with mediation (see above). Ian 2nd.

All in Favor: 27 out of 28 farms present; PASSES.

Opposed: 0

Abstaining: 1

Partnership committee continued

Partnerships in market (i.e. Cornerstone & Fail Better Farms) felt it was not clear who's market spot it

was, who's insurance, etc. There is a need here for clarification (see italics above). This committee needs to clarify when 2 farms join at the same time who is the "original" license holder.

Jodie suggests if sales are over 25% rule, then partnership should be required.

Hanne: We have started on this as a committee, but there is room for improvement and feedback; need volunteers to work on this.

Larry: more than one person in your multiple partnership, then perhaps there should be a rule to require these partnerships to not buy-in (seems like they should be able to produce more since there are more farms in the partnership).

Howard Pease: Disagrees. Why can't someone pick up some corn to sell?

Hanne: Important to continue a discussion

Don: Can't be too loose a group – must have collective insurance.

Ian: I'm for a producer-only market

David: Partners need to define the professional level of partnership for themselves.

Mark Heideman wants to participate in the partnership committee. Joins.

Larry: Each partner also has their own insurance.

Richard D. Each partner pays dues as a farm, not together.

Parking Committee: Needs new members. Ian joined the committee.

Hanne: Need for Official Start Dates for "Opening Day" in Summer (Saturday and Wednesday) and Winter markets for 2014 (not permanent dates).

Mary Ellen proposes official start dates: Winter 1st Saturday in December, Summer (both days) last Saturday of April (26th this year). Dan Price 2nd.

Larry: official start date in record by City, r.e. our license with the City

Mike: May 1st.

Heather: Saturday after Thanksgiving is always poor business.

Mary Ellen withdraws her proposal.

Lauren proposes winter market should start earlier in the year. Drop off of customers outside in November – winter should start indoors Saturday after Thanksgiving. Larry 2nd.

Heather: This proposal eliminates one market for non-winter vendors. Problematic.

All in Favor: 4

Opposed: 12

Abstaining: 8

Proposal Fails.

Daniel Price: Proposes winter starts 1st Saturday in December. Hanne 2nd.

All in Favor: 17

Opposed: 0

Abstaining: 6

Passes.

Larry proposes Summer market start date is 1st Saturday or 1st Wednesday in May. Don 2nd.

Mary Ellen: last 2 years the summer market opening day was promoted as the last Saturday in April.

Carolyn: reason for that was because vendors were ready for market, and we didn't want to lose a whole week in May because the first Saturday was not until the 7th or more.

Larry Withdraws.

Lauren: proposes April 26th (last Saturday in April, 2014) and April 30th (for Wednesday). Mike 2nd.

All in Favor: 25
Opposed: 0
Abstaining: 5
Passes. 30 farms now present.

Lauren: Winter Market Proposal: Extend hours of winter market to 2 pm, not 1pm.

-3-4 customers asked for extending the hours.
- no one seconds this proposal, so we are moving on to next subject.

Hanne: Open Spots:

Ian would like to know when he needs to decide on being in market on Wednesday or resigning Wednesdays. Is granted one month to decide.

Larry: Pleasant Hill – Given one month to decide.

Richard Dwinnell: would like permanent spot, has seniority.

Hanne: Suggests all returning members figure out their positions by the annual meeting each year.

Rippling Waters (not present) needs to clarify if his non-profit will inherit his market spot.

Fresh Start Farms is applying for Wednesday market.

Discussion about adding a Wednesday Winter market – 19 members currently in Saturday.

Motion Jodie: to have Wednesday winter market. Lauren 2nd.

Discussion:

Jaime: would anyone volunteer to be the Wed. winter market manager?

Lauren: “Sean will do it.” due to rent collection process with UFF landlord.

Reasons for a wed. winter market: continuity, customer requests, etc.

Daniel Price: wouldn't customers who come on Wednesday be pulling from Saturday pool of customers?

VOTE:

All in Favor: 3

Opposed: 11

Abstaining: 11

Motion Fails.

Election of Officers 2014:

(Current officers listed on agenda above.)

Chair: Don motions for Hanne. Jaime 2nd.

All in Favor: 30

Opposed: 0

Abstaining: 0

Market Manager: Larry nominates Simon for Wednesdays and Saturdays in Summer market. Simon Accepts.

All in Favor: 30

Opposed: 0

Abstaining: 0

Larry proposes to vote on all current positions to renew plus adding Meg Leibman as an “at large member of steering committee”. Richard Dwinnell 2nd.

Winter Market Manager: Lauren

Carolyn – Membership coordinator

Scott Howard – Treasurer
At Large Members (listed above).
All in Favor: 30
Opposed: 0
Abstaining: 0

Volunteers needed for open positions:
Secretary: Hanne nominates Heather Donahue. Larry 2nd.
All in Favor: 30
Opposed: 0
Abstaining: 0

Acceptance of Provisional to Permanent members: Two Farmers Farm (wed) and Frith Farm (wed).
All in Favor: 27
Opposed: 0
Abstaining: 3

New Business:
Need to clarify spots open this year for new members.

Committee for Farm Inspections is created:
Tom Batchelder
John Carter
Carolyn Snell
Meg Leibman
Heather Donahue
Daniel Price

Mark Heideman is still on the Finance Committee and suggests annual treasurer's report be compiled in committee.

Hanne requests M.E. Email out current rules, bylaws and website and password for everyone to access vendor's page on the market website.

Tom: need to make handicapped accessible winter market upstairs room.
Lauren: fire safety, required to change stairs.

Daniel Mays: request for regular daily market policy to fill in Annex spots on Wednesday.
Hanne: reminder to get your neighbor's cell #'s.

Bathroom at winter market needs to be addressed.

New Products:
Balfour Farm: Ice Cream
Lalibela Farm: Raspberries and Miso
Daniel Price: Lunchbox peppers

Respectfully submitted by Mary Ellen Chadd February 17, 2014.