

# Portland Farmers' Market Association

Annual Meeting 2/2/2013

## Meeting Minutes

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

### Attendance:

Carolyn and John Snell, Snell Family Farm  
Chris Cavendish, Fishbowl Farm  
Beth Schiller, Dandelion Spring Farm  
Hanne Tierny and Clayton Carter, Cornerstone & FailBetter Farms  
Doug and Heather Donahue, Balfour Farm  
Dan Perron, Sumner Valley Farm  
Linnea Koon Morrison, Kennebec Cheesery  
Mary Ellen and Austin Chadd, Green Spark Farm  
Jodie Jordan, Alewife's Brook Farm  
John Carter & Cynthia, Middle Intervale Farm  
Richard Rudolph, Rippling Waters  
Bob MacLeod, Pineview Gardens  
David Buchanan, Old Ocean House Farm  
Simon Frost, Thirty Acre Farm

Larry Bruns, Hanson Field Flower Farm  
Mark Heidman, Maple Springs Farm  
Dick and Mike Fowler, Pleasant Hill Gardens  
John Pease, Merrifield Farm  
Scott Howard, Olivia's Garden  
Jessie Dowling, South Paw Farm & Fuzzy Udder Creamery  
Lauren Pignatello, Swallowtail Farm & Creamery  
Don Beckwith, Meadowood Farm  
Daniel Price, Freedom Farm  
Jaime Berhanu, Lalibela Farm  
Mike Farwell, Uncle's Farm  
Jeff Burchsted, Buckwheat Blossom Farm  
Ian Jerolmack, Stonecipher Farm  
Pete, Mainely Poultry

1. Welcome
2. Collection of Association dues and returning vendor applications
3. Officers Reports:
  - a. Treasury Report/Scott Howard:
    - No 2013 Budget at this time. Scott is unsure if he should continue as treasurer. There are a number of different money streams that have created a very complicated accounting process (Tokens, dues). Market bank account stays steadily just under \$20,000.
    - Dan Perron asked about using Dues money for advertising
    - Richard Rudolph expressed wanting to see a Profit & Loss statement for what was spent in 2012.
    - Scott suggested maybe there should be an accounting committee to help develop a system for keeping track of money streams.
    - Jaime suggested separating the Token money flow into a separate account.
  - b. SNAP Report/Jaime Berhanu:
    - overview of activity in 2012: loss of grant funding from Cultivating Community
    - 2012 Fundraising efforts (online Indiegogo campaign, BunkerDown Fest, market donations) resulted in \$5616.50 for the Token Program.

- Amanda Moeser was hired as the Market Information Booth Coordinator. Her duties will include coordinating volunteers, developing fundraising ideas, and running the Token Program/Info Booth.

-Booth Storage has remained at the Portland Food Coop at no charge to the market.

-Incentives at Winter Market= \$4000.00

-Total Token Sales for 2012:

<i>Total SNAP</i>	<i>Total Credit/Debit</i>	<i>Total Combined:</i>
\$49,408.00	\$121,645.00	\$171,053.00

-Token numbers show this program is a service that the community wants the market to continue to providing. This past year has proved that the program deserves stronger footing and more management involvement. 3 grant opportunities will be discussed further in the meeting.

- Additions to the market website: a) links to Vendor Surveys taken in 2012, and b)Market Meeting Schedule (which will serve as an additional way for vendors to stay updated on meetings taking place that relate to the market. (in addition to email and phone call announcements)

-Reminder that all market vendor documents are always accessible on the market's website: [www.portlandmainefarmersmarket.org](http://www.portlandmainefarmersmarket.org)- click on "Vendor Page" and enter username: portlandfarmersmarket, and password: deeringoaks.

-Individual vendor token reports provided for 2012

c. Chairman's Report/Daniel Price:

-Daniel announced PSHHS Committee meeting at City Hall taking place Tuesday, February 12<sup>th</sup> to address License Agreement changes.

d. Market Manager's Report/Larry Bruns:

-Larry feels the market ran fairly smooth in 2012

-Larry reports one market member reported concern about other vendor's meat packaging/labeling at market, and the need for the market to have clear language about what is required by meat vendors' labeling.

-Hanne and Larry will clarify what is required to meet state, city, and market rules for meat labeling.

e. Winter Market Manager's Report/Lauren Pignatello:

-Lauren reported that she is looking for a new location for the 2013 Winter Market.

-Lauren is happy to welcome anyone who wants to help with organizing and managing the market (music, finding new location, promotion, etc)

-Lauren invited any summer vendors who have excess product to let her know if they'd like to vend at the Winter Market as a guest vendor because there are some open spots currently.

4. Display Logo discussion.

- Daniel presents 2 logo concepts to the group.  
Hanne motions to vote on one of the two logos.  
Mary Ellen seconds the vote.
- Discussion about finding a different logo, and the desire to look further.  
Hanne withdraws her motion.
- Carolyn mentions that the market needs something to work with sooner than later for items like the market brochure, promotional materials like bags, signs, etc.
- Dan Perron suggested having rotating artwork each year that could be used for promotional purposes. Daniel Price mentions that the market could still do that, but it would not necessarily be considered the logo.
- A third, more detailed logo design is presented.  
Ian motions to vote on 1 of the 3 logos presented  
Jaime seconds the motion.  
Single Carrot Design: 2 votes  
Carrot w/City Scape Design: 0 votes  
Market Basket Design: 22 votes  
-MARKET BASKET LOGO ACCEPTED AS NEW MARKET LOGO(see below)-



5. Brochure Updating/Carolyn Snell

- Carolyn reported she had not heard back from everyone last year on the market brochure she has been working on.
- The brochure-in-progress was passed around for farms to verify the information present.

6. Association Proposed Budget 2013

- Budget will be proposed and discussed at another time (Membership Meeting?)

7. Discussion of recent grants made available to market

- Jaime presented the overview of 3 grants presented to the market to help support and continue the Token Program:
  - a) From JT Gorman Foundation/Wholesome Wave-  
\$18,000.00 for capacity building (a 3 year, decreasing grant)  
\$25,000.00 for Double Voucher Coupon Program
  - b) From Healthy Portland-

\$11,000.00 per year for 4 years

- Tim Fuller from Healthy Portland presented evaluation results that his department conducted during the 2012 market season that revealed how customers using the Token Program are coming to the market more often, and spending more money as a result of the access provided by the Token Program. He also reported that 33% of SNAP customers reported this was their first year coming to the farmers' market, proving that the token program is bringing new customers to the market who have not shopped there before. (For the entire report, please email [lalibelafarm@gmail.com](mailto:lalibelafarm@gmail.com) for a digital copy).
  - Mary Ellen presented the idea of using some of the grant money to have a professional market review done. (For MaryEllen's entire report, please email her @ [maryellenchadd@gmail.com](mailto:maryellenchadd@gmail.com) )
  - Discussion of possible uses of "capacity building" grant. (market review, promotion, computerized recordkeeping system, market computer, printing of signs, recipes, etc)
  - Jaime announced she and Carolyn will be meeting with Wholesome Wave, Healthy Portland, and Maine Federation of Farmers' Market this Wednesday, 2/6/13 by conference call at 4:00pm to discuss further details of the grants, and the specific allowable uses of funds. If any vendors have any questions they would like to be answered, please let Jaime know.
8. Discussion of proposed changes to Farmers' Market Ordinance & Discussion of Changes (in general) to the way the market is run
- Daniel spoke about the Umbrella License Agreement which will allow the City to issue one license to the PFMA. Each vendor will then pay their part of the license fee directly to the PFMA (\$100/yr per vendor). This change will eliminate considerable work for the City Clerk's office and allow the PFMA to manage the market directly and with the City's approval.
  - Daniel passed along information from Trish McAllister (current acting City Attorney) that the current version of the proposed License Agreement is only a draft and can be changed before it is signed. (Likely changes/clarification regarding liabilities for physical condition of the premises, liability only during market hours, etc)
  - Beth asked about getting clarity on an email sent out to the market members earlier in the week from Jules Fecteau that stated that Jules and Robin Beckwith had met with Trish McAllister and the "have decided to officially continue to be known as the Portland *Public* Farmers Market". Daniel reminded the group that the city attorney does not make final decisions, that the issue must go before City Council and they are who will make any final decisions regarding the matter.

- Daniel pointed out that this new Lease/License Agreement will be a 5 year, rolling lease, which will provide the market with more of a commitment from the city to operate than the market currently has, or has had in the past.
- General questions about the changes:
  - will it still be a “public” market
  - who will issue parking permits
  - there is a need to clarify the issues around liability
- Mark mentioned that the property conditions should be continually assessed and not done as a onetime assessment of their condition.

Hanne motions to enter into the concept of the Umbrella License Agreement  
Ian seconds the motion

#### Discussion on the motion

- Richard suggests that we need to have an additional vote once there is a final draft of the license agreement.
- Larry mentioned he doesn’t think the City wants to be “running” the market any longer and they are happy to see the farmers making an effort to manage it more proactively.
- Heather said that the Association should have a clearer way to deal with complaints. She’d like to see the market manager act on specific complaints.
- Hanne mentioned that there is structure spelled out in the Rules & By-Laws for direct and specific complaints. If a member has a complaint, it is their responsibility to report it to the Market Manager.
- Bob asked if a farmer doesn’t join the Association, who will hold them to any city or state rules. The answer: as it has been in the past, likely no one, as the City has not had any presence or enforcement of rules at the market. Bob talked about how difficult it is to find someone that is unbiased and fair, to enforce the rules. Jaime asked if Bob could be that person. Bob was unsure at this time.
- Hanne talked about how the market has gotten to its current status with the License Agreement and that it was originally proposed by the city as a way of making the PFMA’s management of the market work within the City process. (in other words, the city cannot allow the PFMA to manage and enforce rules to vendors who hold licenses issued BY the City. However, if the PFMA holds the license, then the PFMA would be empowered to manage and enforce rules according to the Rules and By-Laws approved by the market membership and the City.)
- Larry talked about how the new License Agreement could make the relationship with street artists clearer. (*Sidenote: artists now have to register at City Hall and receive a copy of the city’s Street Artist Rules and Regulations.*)
- Jeff asked if the PFMA has a lawyer. Daniel answered: not yet
- David said he thinks the Steering Committee should include members of the public. Daniel replied that David could propose an amendment to the Rules and

By-Laws with farmer support to reflect the desired change. A reminder that *any* member can propose a change to the Rules and By-Laws.

Vote on the motion (above) to enter into the concept of the Umbrella License Agreement:

In Favor: 24

Not in Favor: 2

Abstained: 1

-MOTION PASSES-

9. Discussion of Summertime (anonymous) Survey Results

- Overview of survey results: desire for map of market at info booth & recipes at info booth, desire to continue SNAP program, parking challenges at Deering Oaks, wanting a protocol for addressing farmer conflict, Saturday market overcrowding of vendors, concern about new member selection, conflicting information when talking to city clerks office, concern about regulation transfer from city, concern about transparency of PFMA, meetings/vendor ability to express feelings and concerns at market, happy with the work the PFMA is doing)
- As most issues brought up in survey were addressed during Agenda item #8 (and throughout the meeting) this Agenda item no longer needed.

10. Market hours- discussion of changing market hours as a way of alleviating parking issues.

Hanne motions to request the (Sat & Weds) market's hours be changed to 7am-1pm

Mary Ellen seconds the motion

Discussion on the motion:

- Chris said he feels we need to spend more time talking about parking issues, that this meeting may not give us the amount of time we need to discuss it. Suggests considering a second market on Saturdays in the afternoon.
- Richard is concerned about cutting Wednesday hours, and that adding an hour on Saturday will mean the farmers are in the park much later in the day. He feels cautious about doing a vote to change market hours. Would like to see the market ask the public what they want.

Hanne amends her motion to be a vote to change the Saturday market hours to 7am-1pm (and no vote on Wednesday hours)

Mary Ellen seconds the motion

Discussion on the amended motion:

- Carolyn feels that extending Saturday's hours is much different than taking away an hour from the Wednesday market. Also, a market evaluation could give us a better sense of what the public would like to see done about hours/parking.

- John pointed out that an hour taken away from the Wednesday market could mean 100s of dollars in sales for a meat vendor
- Chris thinks we need more information before we make changes to market hours

Dan Perron moves to vote

Larry seconds

Vote on requesting the City to change the Saturday market hours to 7am-1pm:

In Favor: 19

Not In Favor: 4

Abstained: 1

-MOTION PASSES-

- Larry added that he is going to inquire about the parking lot near the info/castle. He will ask the City to expand it and redefine it to make it clearer where to park in order to maximize parking spaces. There are currently 200 parking spaces in Deering Oaks Park. He will also talk to the City about closing Rte77/State St in front of the pond during market hours to provide diagonal parking.
- Pete asked if the City absolutely does not want people parking on the grass (the answer: YES)
- Larry talked about putting in geoblocks that could be put down in the grass but that Friends of Deering Oaks would not likely be in favor.
- It was agreed that the issue of parking should become a separate committee.

#### 11. Reminder about Appropriate Voicing of Complaints to avoid spreading rumors among vendors.

- Daniel encouraged vendors to deal with specific concerns through the market manager, and pointed out that the Rules & By-Laws spells out how the market can handle these concerns. Vendors are also encouraged to speak up about any questions or confusion regarding issues related to the market and the Association.

#### 12. Vendor Product Changes/Updates for 2013

- Fishbowl Farm will be changing to only selling: salad greens, peppers, tomatoes, cucumbers, and ginger. They will be mostly wholesaling but want to continue coming to the market during the spring and fall, only on Saturdays and will set up their spot on the end of the market.
- (Larry mentioned that although Fishbowl Farm will not be there the entire season, the market will not be adding any new vendors to Saturdays due to the overcrowding on the end closest to Tennis Court Rd)
- Balfour Farm will be bringing some vegetables
- Thirty Acre Farm will be bringing strawberries
- Old Ocean House wants to bring in Hard Cider but the city won't allow it because the name on the processing permit is not his farm name/name on the market stand. (Daniel suggested that he could apply to the market under his

own farm/business name once he has transitioned to producing the cider under his name)

- Larry asked which farms are comprised of more than one farm business.
- Daniel pointed out that you can technically bring 25% of bought in product.
- Discussion began about whether the market wanted to continue to allow multi-business/partnership farms at the market
- Daniel suggests forming a committee to further discuss the issue of multi-farm/partnership farms at the market

**Partnership Farm Committee:**

Jessie Dowling, South Paw Farm/Fuzzy Udder Creamery  
Larry Bruns, Hanson Field Flower Farm  
Hanne Tierny, Cornerstone & FailBetter Farms  
Simon Frost, Thirty Acre Farm  
Beth Schiller, Dandelion Spring Farm  
David Buchanan, Old Ocean House Farm

- It was later added that the Partnership Farm Committee will also work on the possibility of adding a Conflict Resolution clause to the Rules & By-Laws

### 13. Election of Officers

(moved to later on the agenda)

### 14. New Business

a. **Accounting Committee** formation:

Scott Howard, Olivias Garden  
Carolyn Snell, Snell Farm  
Mark Heidman, Maple Springs Farm  
(Jaime Berhanu, Lalibela Farm)

b. **Market spaces**

- No new Saturday vendors
- Wednesdays, the market will add 2-3 vendors into the annex
- Wednesdays, Rippling Waters will be taking Fishbowl Farm's space
- Dan Perron asked about Lalibela Farm's Wednesday spot since they are not returning on Wednesdays. Larry said Dan could take that spot if Meadowood could move down a little bit, and it was agreeable to both Meadowood and Swallowtail. (it was agreed that Dan/Sumner Valley would move in to Lalibela's old spot)
- Larry said that leaves 1 space available on the Square available for someone from the annex to move up between Snell Farm and Olivia's Garden. *If any farms already existing on the Square want to move, they need to let Larry know asap.*



- c. Meat labeling
  - Hanne and Larry will find an accurate description for the requirements for meat vendor labeling language.
  
- d. **Parking Committee** formation:
  - Chris Cavendish, Fishbowl Farm**
  - Daniel Price, Freedom Farm**
  - Mary Ellen Chadd, Green Spark Farm**
  - the Parking Committee will also work on customer traffic flow/space allowance to ensure customers are able to maneuver through the markets easily.
  
- e. Bob suggest that the Annual Meeting be split into 2 parts to separate “market issues” from “Association issues”. He suggested the first half of the market should be issues that are specific to market issues so he doesn’t have to sit through issues that don’t pertain to non-PFMA members. Bob stated that Logos, brochure, SNAP, Officers Reports & Election are not issues that he, as a non-PFMA member, cares about.  
It was asked if Bob was representing other non-PFMA members. Bob stated he is only representing himself.
  - Daniel mentioned that everyone has to sit through the entire meeting and may not necessarily care about every single Agenda item.
  - Clayton suggested Bob can specifically request certain agenda items to be re-ordered at the beginning of the meeting, or when the draft agenda is sent out with the first meeting announcement.
  - Bob said he emailed with the suggestion but didn’t get a response.
  - Mary Ellen said she read his email as a statement and not a question.
  - Daniel said he also didn’t read Bob’s email as a specific request to change the agenda
  - Bob said he would be more specific next time with his request.
  - Larry pointed out that anyone at anytime can propose changes during the meeting, and reminded the group that meetings are run by Robert’s Rules of Order.
  - Group discussion about what constitutes market issues vs. Association issues.
  - Beth expressed that all Association issues are market issues.
  
- f. Website Additions
  - Buckwheat Blossom Farm and Middle Intervale Farm need to be added to the website
  
- g. Jaime discussed the possibility of adding a Conflict Resolution clause to the Rules & By-Laws. She contacted the Maine Agricultural Mediation Program, and they have offered to be a resource to the market and could be named in the added clause as a support for specific, unresolved, internal conflicts within the market, if so desired. (This issue was assigned to the newly formed Partnership Farm Committee)
  
- h. Simon asked for clarity of the dues paid for the Winter Farmers’ Market.

- Hanne explained that there was miscommunication and Winter Market vendors could pay \$30 instead of \$50 for dues for 2013 since \$20 had already been collected for advertisement money.
  - i. Ian talked about keeping the market “walkable”, that we should be more mindful about keeping a clear walking space for customers to walk through the market easily. Larry suggests leaving a 6 ft clear path through the market. (This issue was assigned to the newly formed Parking Committee)
13. (re ordered agenda item) Election of Officers

Chairperson:

Daniel nominates Hanne Tierny  
Jaime seconds the nomination  
Hanne accepts the nomination

Dan Perron nominates Mary Ellen Chadd  
Ian seconds the nomination  
Mary Ellen declines the nomination

Vote in Favor: 18, Abstained: 1

**2013 CHAIRPERSON: HANNE TIERNY**

*(Jodie points out that when there is no second nomination, the secretary can cast 1 vote and the nomination automatically passes- the following positions follow this rule)*

Market Manager:

Hanne nominates Larry  
Carolyn seconds the nomination  
Larry accepts the nomination  
*(Larry announces that this will be his last year in this position)*

Vote in Favor: 1

**2013 MARKET MANAGER: LARRY BRUNS**

Winter Market Manager:

Daniel nominates Lauren Pignatello  
Austin and John second the nomination  
Lauren accepts the nomination

Vote in Favor: 1

**2013 WINTER MARKET MANAGER: LAUREN PIGNATELLO**

Treasurer:

Clayton nominates Scott Howard  
Carolyn seconds the nomination  
Scott accepts the nomination

Vote in Favor: 1

**2013 TREASURER: SCOTT HOWARD**

Secretary:

Jaime nominates Mary Ellen Chadd  
Carolyn seconds the nomination  
Mary Ellen accepts the nomination

Vote in Favor: 1

**2013 SECRETARY: MARY ELLEN CHADD**

Membership Coordinator:

Daniel nominated Carolyn Snell  
Clayton seconds the motion  
Carolyn accepts the nomination

Vote in Favor: 1

**2013 MEMBERSHIP COORDINATOR: CAROLYN SNELL**

Members-At-Large:

Hanne nominates Daniel Price  
Jaime seconds the nomination  
Daniel accepts the nomination

Mary Ellen nominates Dan Perron  
Hanne seconds the nomination  
Dan accepts the nomination

Daniel nominates Simon Frost  
Hanne seconds the nomination  
Simon accepts the nomination

Hanne nominated Jaime Berhanu (also as "SNAP Representative")  
Carolyn seconds the nomination

Jaime accepts the nomination

Mike Farwell & Jodie Jordan(returning Members-At-Large)

Vote in Favor: 1

2013 MEMBERS-AT-LARGE: DANIEL PRICE, DAN PERRON, SIMON FROST, JAIME BERHANU,  
MIKE FARWELL, & JODIE JORDAN

15. (provisional members to be voted on at a later time)

Daniel moves to adjourn the meeting

Scott seconds the motion

Meeting adjourned

Upcoming Meetings:

- 1) (Jaime and Carolyn) Conference Call with Wholesome Wave, Healthy Portland, and Maine Federation of Farmers' Markets: Wednesday, February 6<sup>th</sup>, 4:00pm
- 2) PSHHS Committee Meeting at City Hall in Council Chambers: Tuesday, February 12<sup>th</sup>, 5:30pm
- 3) Membership Meeting: Saturday March 16<sup>th</sup>, 2:00pm. (Jaime will confirm use of Burton Fisher Meeting Room for this meeting)