

# Portland Farmers' Market Association

## Steering Committee SNAP Program Meeting Minutes

Meg Perry Center    October 13, 2012

### Attendance:

Scott Howard, Olivia's Garden  
Mark Heidman, Maple Springs Farm  
Jodie Jordan, Alewife's Brook Farm  
Mary Ellen Chadd, Green Spark Farm  
Daniel Price, Freedom Farm  
Carolyn Snell, Snell Family Farm  
Jaime Berhanu, Lalibela Farm  
Colleen Hanlon-Smith, Maine Federation of Farmers' Markets

1. Report of fundraising money earned: \$5616.50 (roughly enough to employ through June 2013)
2. No staff currently for Market Information Booth. (Dani finished her employment through Cultivating Community, market needs to make a decision how to proceed with staff person) There is an interested person (Amanda Moeser) who is to be interview next Wednesday.
3. Discussion of whether PFMA should begin to act as direct employer in order to quickly hire a new booth employee. Scott and the group agreed PFMA should move forward with direct employment.
  - a. Discussion of how to fund the position past June & general intention going forward. Survey done in April referenced. Market membership voted to support fundraising as one of the methods to maintain the staff position
4. Jaime discussed the need to have more membership involvement to help manage the program (token counting, etc)
5. Discussed idea of purchasing individual processing machine for each farm to eliminate so much management work. Machines could be "rented" from PFMA OR vendors could choose to have their own machines/accounts.
  - a. This change would eliminate the likelihood of MOST vendors accepting SNAP, as it would require the initiative by each farm that had not been done in the past.
  - b. The group decided it would be best to continue the model already in place with a centralized booth and wooden tokens. The point was also made that the tokens make SNAP purchased more anonymous at each farm and may be encouraging less stigma for SNAP recipients.
6. Discussion of fundraising. New staff person could be in charge of developing fundraising events/ideas, as well as organizing volunteers, and other duties to maximize the paid position.
7. Token ATM was discussed
8. Vance Corum (mediator) was discussed if the Market wants to consider having a mediator help the group work through current challenges within the market membership.

9. Carolyn Snell and Jaime Berhanu will interview Amanda Moeser 10/17/12. The Committee empowered Carolyn and Jaime to hire Amanda if the interview goes well and she fits the needs of the position.

*10/20/12 Update: Amanda Moeser was hired as the new Market Information Booth Coordinator. She will begin the position November 7, 2012. Jaime will train her and oversee her position.*