

# 1/22/2013 Portland Farmers' Market Association

Steering Committee/Token Program Funding Meeting  
Meeting Location: Lalibela Farm, Bowdoinham 6:00pm

## Meeting Minutes

### Attendance:

Hanne Tierny, Cornerstone & Fail Better Farms  
Jodie Jordan, Alewife's Brook Farm  
Larry Bruns, Hanson Field Flower Farm  
Carolyn Snell, Snell Family Farm  
Lauren Pignatello, Swallowtail Farm & Creamery  
Mary Ellen Chadd, GreenSpark Farm  
Daniel Price, Freedom Farm

Ian Jerolmack, Stonecipher Farm  
Jaime & Andy Berhanu, Lalibela Farm  
Ned Porter, Wholesome Wave Foundation  
Tim Fuller, Healthy Portland  
Colleen Hanlon-Smith, Maine Federation of  
Farmers' Markets

1. Welcome
2. Ned Porter presented funding opportunities that Wholesome Wave Foundation has offered to support the efforts by the Portland Farmers' Market Association to increase farmers' market access to low income community members. Wholesome Wave has a 3 year plan to help develop a sustainable system for the SNAP/Token Program. The funds available in the first year to the market include: \$18,000 for capacity building and \$25,000 for Double Voucher Coupon Program.
  - a. Discussion of Ned's funding options and what the money can be used for specifically.
  - b. The market will need to be a state recognized non-profit in order to receive funds OR have a fiscal sponsor.
  - c. More detailed information and answers to our questions will be given during followup meetings/conference calls with Christina Sandolo from Wholesome Wave.
3. Tim Fuller presented a funding opportunity that Healthy Portland has also offered to support the efforts by the PFMA to increase farmers' market access to low income (SNAP) community members. Healthy Portland has a 4 year funding plan to help maintain staffing the Market Information Booth, in order to offer SNAP recipients a method of continuing their access to the market as a whole. The funds available from Healthy Portland are \$11,000 per year for 4 years.
  - a. Discussion of Tim's funding option and what the money can be used for
  - b. Tim will find out if the state level non-profit will suffice in order to receive these funds directly.
4. Colleen Hanlon-Smith presented how her role at the Maine Federation of Farmers' Markets can also be supportive to the collaboration of funding and growth of the Token Program. Wholesome Wave's funding will include funding her role as a way of helping to alleviate the demand of management of the Token Program on a single farmer. As a more sustainable system is developed, Colleen's role will also help to shape and oversee the expectations and responsibilities of the Market Booth Employee.

5. Discussion of funding options and how they can all work together.
  - a. The market will accept the funding proposals in an effort to continue to offer the Token Program and gain more time to develop a self-sustaining system to ensure the success of the program long term.

6. *Jaime Berhanu moves to incorporate at a state level for non-profit status.*  
*Daniel Price and Hanne Tierny second the motion*

Discussion of the motion.

**Vote to incorporate as a state recognized non-profit organization:**

For: 9

Against: 0

Abstained: 0

100% in favor: **Motion Passes**

7. Discussion of conflict management at the market
  - a. Maine Agriculture Mediation Program is suggested as a possible free mediation service available to the market if desired.
8. Lauren Pignatello presented concerns regarding the Winter Farmer's Market
  - a. Discussion about how to improve the Winter Market and some of the complaints Lauren has been receiving by Winter Market vendors, as well as the challenges she faces as the manager of the market.
9. Daniel announced he has a meeting with the (new) City Attorney on Thursday, 1/31/13 at 4:00pm.

*Meeting Adjourned.*