

11/12/2011 Portland Farmers' Market Association

Steering Committee Meeting

Meeting Minutes

Meeting held at the Meg Perry Center, Congress St. Portland Maine

Attendance:

Carolyn Snell- Snell Family Farm

Scott Howard- Olivia's Garden

Hanne Tierney & Clayton Carter- Cornerstone Farm/Fail Better Farm

Mike Farwell- Uncle's Farm

Daniel Price- Freedom Farm

Lauren Pignatello- Swallowtail Farm and Creamery

Mary Ellen - Green Spark Farm

Jaime Berhanu- Lalibela Farm

Welcome

1. Discussion of Token System (given by Jaime Berhanu):

- Initial grant application through USDA to Cultivating Community denied.

- New Grant/Continued partnership with Cultivating Community (City of Portland's Community Development Block Grant-CDBG) PFMA would act as "subcontractor" and receive all funds directly.

- Discussion of PFMA's direct employment of Information Booth Staff. Do we have the capacity to do this, should we wait a period of time for the Token system and the Association to be more established? Unanimously agreed to have Cultivating Community continue to provide an employee to staff the Info Booth while the Association builds up its capacity to have employees/decide how to sustain the program long term.

- Jaime presented results from Steering Committee vote on accepting the CDBG Grant and continuing the partnership between PFMA and Cultivating Community: 10 votes in favor/unanimous vote

- Discussion of 2012 Token System Budget/Edit MOU with Cultivating Community: adjusted budget to reflect the employment decision, and edited MOU.

- Update on storage/transportation of Tokens/Booth supplies: Jaime is talking with the Portland Food Co-op to make space available to the Farmers' Market to store tables, signs, etc (NOT tokens or CC machine). Discussed further ideas for secure storage of Tokens (a safe/Large post office box/safe deposit box?).

- Discussion of reciprocating to community partners that have contributed to the Snap/Token Program: Portland Food Coop, Cultivating Community, City of Portland. We send Thank You cards this winter- Mary Ellen will put those together & Jaime will add acknowledgements to the Farmers' Market website.

-Discussed the need to have a joint meeting with Cultivating Community and Steering Committee

-Discussed the need for an EBT/Token/Booth Committee that can meet specifically about the program and report back to the Steering Committee/Membership.

Unanimously voted to form a new SNAP Committee, consisting initially of: Daniel Price, Carolyn Snell, Hanne Tierney, and Jaime Berhanu.

-Discussed the idea of doing some small fundraising in 2012 to begin working on longer term fundraising goals. Daniel/Jaime/Mary Ellen will look into costs of t-shirts, tote bags, hats, etc.

2. Finalize PFMA Application and add to website. Include Application acceptance dates: Summer Market applications accepted from December 1st-February 1st, and Winter Market applications accepted from July 15th-September 15th.
3. Add an additional annual meeting for Winter Market Membership voting (around October).
4. Decision made that a Community Logo Contest, although a fun idea, would be more than the group's capacity to manage, we will consider contacting a local artist directly who would be open to a trade for reciprocation. (Luke Fuller is a market regular & a great local artist, we will consider contacting him)
5. Other: Next City of Portland Health & Recreation Committee Meeting regarding Raw Milk is on 11/15 @ 5pm in room 303 of City Hall. Jaime will notify the membership. Daniel will write a letter of support for adding Raw Milk to the list of allowable items at the market. Jaime will transfer the letter onto the PFMA Letterhead.
6. Scheduling of next meeting: Steering Committee Meeting: 12/10/11* at the Meg Perry Center; next SNAP Committee Meeting: 12/1/11 at Cornerstone Farm.

Minutes taken by Jaime Berhanu, Lalibela Farm

***12/15/11 Update: 12/10/11 Steering Committee Meeting cancelled*