

**Portland Farmers' Market Association
Membership Meeting
February 3, 2024, 6:00pm via Zoom**

AGENDA/ NOTES :

1. Welcome and attendance

Applicants:

Hart Farm - Andrew and Becky
Casey Fleming - Timberwoods Farm
Lou Berkowitz - Timberwoods Farm
Ben & Jesse - Andy Valley Farm

Winter Mkt member:

Riley & Morgan Merribrookfarm

PFM voting members:

Caitlin- Alewives Farm
Cindy- Meadow Ridge
Doug and Heather- Balfour Farm
Kelby- Olde Haven Farm
David and Erin—Tiny Acres Farm
Carolyn and Ramona — Snell Family Farm
Ethan Curtis - fruit of the forest
Maggie's Farm
Emily- Emily's Oysters
Ruby Nelson-Merrifield Farm
Hanne Tierney- Cornerstone
Austin Chadd-Green Spark Farm
Cathy - Fairwinds Farm
Tom and Andrea Bachelder-Tom's Honey
Carl- Goranson Farm
Joined via phone during the meeting:
John Carter- intervale farm

2. [New Applicants present their farms:](#)

- Andy Valley Collaborative (DBA Chirp Creek Farm): Benjamin Daley, Jesse Tannen Baum
- Hart Farm: Becky and Andrew Toothacker
- Timberwoods Farm: Casey Fleming
- Worth the Wait Farm: Kerry Enos

Dismiss Prospective Applicants from the meeting

3. Vote on prospective members:

- Andy Valley Collaborative (DBA Chirp Creek Farm): Benjamin Daley, Jesse Tannen Baum : **Accepted**
 - Hannah makes motion to accept
 - Seconded by multiple
 - Votes: Yes: 13, No: N/A, Abstaining: N/A
- Hart Farm: Becky and Andrew Toothacker
 - Hannah makes motion to accept
 - Seconded by David
 - Votes: Yes: 4, No: N/A, Abstaining: N/A
- Timberwoods Farm: Casey Fleming
 - Hannah makes motion to accept
 - Seconded by Carolyn
 - Votes: Yes: 0
- Worth the Wait Farm: Kerry Enos : **Accepted**
 - Carolyn makes motion to accept
 - Seconded by Cindy
 - Votes: Yes: 14, No: 1, Abstaining: 2

4. The vendors of the winter market would like the membership to vote on our proposed rule change pending approval by the City of Portland. It will give us more time to work with the City and hopefully have it in place before the September meeting.

<https://docs.google.com/document/d/1o-EE4NTYwY3so2-PnMULjaT4lThVXAsxtW4yyRhsPuY/edit>

- Discussion : Cindy has been in contact with City of Portland (should hear back next week)
- Action Items/ Steps to move forward:
 - Have proposal completed by the next meeting for vote
 - Can we ask the city to remove the list of items?
 - **Committee developed to work on this:**
 - **Cindy**

- Hannah
- Carl
- David and Jessica? (Ask)

5. Winter Lease is up for renewal after April: winter market members can clarify whether vendors are happy in the current location and want to renew the lease and who will do that? Would winter market members like Jaime to gather and report some updated research on parking, size, and cost of other locations? [This year the winter rent is \$18,255.00, in 2017/2018 it was \$13,000!]

- Some market members expressed satisfaction with market location while others did not
- Market members decided not to look into alternative locations or rental agreements
- Perks of the current location are the parking lot (which for some reason is full during market, even when market is low in attendance..?)
- Market seems to be paying for plowing the lot (is this a problem/ should this be reduced now that we are not the only tenants?)
- Discussion about atrium use: is it at its maximum capacity? Are we allowed to use it for more? Should we opt out of renting this space/ do we need it?
- What negotiations can be made to lower the lease rate?
- **Action steps: David as winter market manager should connect with landlord to discuss lease agreement and explore these ideas/ concerns (NOTE: David was not in attendance at meeting)**
 - **Doug and Austin are willing to help**
 - **Encouraged to discuss this with the winter market committee and steering committee as well for support.**

6. The Promotions committee is wondering if a winter banner for outdoors is needed asap or better to photograph for a banner in early April and print for next December (**this depends on approval of staying at this location**). Also what winter farm or two farms are willing to put up and take down the banner each week?

- Jaime was able to request that the market be advertised on the digital sign on Steven's ave! Success!
- Discussion about if we could have DOT or the City allow digital signage out on the street? **Kelby will look into this**
- Market collectively decides it can't hurt to have a generic banner made for the winter market that could travel with the market if the location ever does change: For example:
 - Portland Winter Market (here?) 9-1
 - **Austin volunteers Mary Ellen to design and order banner**

7. Promotions Announcement: Jaime is going to be **Requesting Artist Submissions** to the public for submitted designs within 30 days. The winning design would be given \$400 (plus \$100-200 in Bumper Crop-covered by the SNAP program) The art would need to be the correct format for printing. Jaime can do the legwork, with Promotions Committee input, and send farmers a poll to vote online for the "winner"?

Either way we are looking for:

- a licensable design to be used for SNAP Program fundraising and market promotion!
- a design to be printed on tote bags, stickers, online print-on-demand items like t-shirts, etc.
- not a logo. Please contact Jaime Berhanu for more details.

Next Meeting - Buy In meeting : Saturday, March 2nd at 6pm

- Question was purposed if we could change the meeting day, but it is in the bylaws that it will happen on Saturday, unless changed only the time can be adjusted