

Portland Farmers Market Association
Annual Meeting
January 7, 2023
6:00 pm via Zoom

The meeting was opened promptly at 6 pm by Caitlin.

Those in attendance:

Caitlin Jordan, Alewives Brook Farm
Cindy Creps, Meadow Ridge Perennials
Mike Farwell, Uncle's Farm
Carolyn Snell, Snell Family Farm
Kelby Young, Olde Haven Farm
Austin Chadd, Green Spark Farm
John Snell, Snell Family Farm
Heather & Doug Donahue; Balfour Farm
Ruby Nelson; Merrifield Farm
Carl Johanson; Goranson Farm
Glenn Shoroos; Maggie's Farm
Jaime Berhanu, Bookkeeper
Jimmy DeBiasi; MFFM
Hanne Tierney; Cornerstone Farm
Samantha Altnauer; Canopy Farm
Daniel Price; Thirty Acre Farm
Lauren Bruns; Lost and Found Farm
Emily Selinger; Emily's Oysters
Lisa Edge; Gracie's Garden
Erin Donahue & David Andres; Tiny Acres Farm
Cathy Karonis; Fairwinds Farm

Market Reports:

Saturday Market: Doug noted that there were no major issues; everyone fit in well.

Wednesday Market: Mike noted the police needed to be called a couple of times, mainly due to issues with porta-potties. Some customers have shown an interest in having the market move back to Monument Square. He noted that some vendors did not show up when he expected them to. Market went well overall; he suggested if any vendors have issues with street people, to call the police directly; you don't need to go through him (Mike).

Winter Market: Doug spoke on behalf of David who was absent. The market has started off smoothly this season; though not super busy.

The 8:00 start time for the month of November at the outdoor market is to remain in effect permanently. More promotions are needed prior to the change to help make customers aware.

SNAP Update: Jimmy D. and Hanne updated the membership on the snap program of 2022.

The SNAP Program was very successful \$73,595 redeemed in SNAP Tokens
\$42,912 redeemed in Harvest Bucks

These totals were the sum of all three markets during 2022.

It is to be noted that the SNAP/MHB Programs decrease peoples' need for food pantries. SNAP customers noted they are cooking and feeling healthier.

Harvest Bucks for 2022 were given out at 50% of the value purchased in SNAP Tokens; as opposed to 100% in previous years...this is due to growth in need and limited funds.

The PFM Token Booth encountered hiring challenges in 2022. Emily, from Emily's Oysters jumped in to cover the booth on many Wednesdays.

This year there is grant money to help fund postcard mailings to get the word out about the SNAP Program.

\$5915 were redeemed in Bumper Crop Vouchers, which are market coupons given to employees by their employers. This year the City of Portland is giving out \$5000 to \$10,000 in Bumper Crops.

Promotions Update: Mary Ellen was absent but sent in an update that the online advertising we have been doing has increased in cost by 35%. Mary Ellen has asked for an increase in advertising budget.

For 2023 we will once again order handbills; and we will be boosting social media posts.

Finances: Jaime gave the financial report. The 2022 Profit and Loss Statement and proposed 2023 Budget can be found in **Google Drive**.

Jaime noted that the market may want to consider increasing fees for 2024, as our vendor fees are currently close to falling short of our expenses.

Jaime outlined two proposals for helping to eliminate the anticipated shortfall:

A. Add \$50 to the currently \$200 fee. Or

B. Adjust location dues: Saturday to \$100 and Wednesday to \$75
From their current fee of \$50 each

Jaime gave a very detailed financial update and answered any and all questions.

A motion was made by Hanne to accept the Profit and Loss Statement; motion was seconded and unanimously accepted.

SNAP - Beginning in 2023 Farmers Markets need to fundraise for 25% of Harvest Bucks redemption.

Jaime will be spearheading fundraising.

Doug asked about the extra money that was not spent on a SNAP Booth Employee?

Jaime noted that Emily was paid for the times in which she managed the SNAP booth and Jaime was compensated for additional time she put into managing and hiring.

Hanne made a motion to accept the Budget with a 3 ½ % increase in pay for Jaime for the Market Bookkeeping. Carolyn seconded; motion unanimously accepted.

Market Dates for 2023:

The following market dates were proposed:

Wednesday: Starts April 26, 2023

Saturday: Starts April 29, 2023

Last outdoor market: November 22, 2023

Winter Market Starts: December 2, 2023

Last Winter Market: April 13, 2024

Cindy made a motion to accept the above date; Doug seconded; motion unanimously approved.

Accepting new Members for 2023?

After discussion of available space at each market it was proposed that we could add:

1 Vendor to Saturday Market

5 Vendors to Wednesday Market (no matter which location we are at)

4 Vendors to the Winter Market

Hanne made a motion to accept the proposal; Cindy seconded it. Motion unanimously accepted.

Officer Election: The following Officers were nominated:

Caitlin Jordan: Chairman

Cathy Karonis: Secretary

Ruby Nelson: Treasurer
Cindy Creps: Membership Coordinator

Market Managers: Doug Donahue: Saturday
Mike Farwell: Wednesday
David Koubek: Winter

Steering Committee: Hanne Tierney
Beth Schiller
Carolyn Snell
Carl Johanson
All officers are Steering Committee Members

Hanne made a motion to accept the officer nominations; Carolyn seconded. Motion unanimously accepted.

Committees: Promotions Committee consists of Jessica Koubek; MaryEllen Chadd; Beth Schiller and Jan Goranson

Winter Market Committee consists of David Koubek; Emily Selinger; Kelby Young and Carl Johanson.

Wednesday Market Location:

Some businesses and residents of the Monument Square area of the City have requested that the market return to Monument Square on Wednesdays. After discussion and input from Wednesday Market Vendors, Hanne made a motion that we keep the Wednesday Market at Deering Oaks Park. Doug seconded; motion unanimously accepted.

We will leave the location open to be revisited again next year.

Miscellaneous Topics/Discussions:

Cindy asked if applications for the Saturday Market are open to anyone or just current members; answer: We must accept all applications.

Browntail Moth?? Caitlin has not heard anything from the City yet regarding BTM.

Festival of Nations: Hanne Proposed a motion that we move to the other side of the Park during Festival (as we always have done); Cindy seconded; motion unanimously accepted.

Cindy brought up the issue of food safety during last year's Festival, due to trash that was left. It was suggested that the market negotiate with the City regarding this and porta-potties. The Steering Committee, with Hanne's lead, will take on this task.

Next Meetings:

February 4, 2023 at 6:00 pm; Membership Meeting

March 4, 2023 at 6:00 pm; Buy in Meeting

Both meetings to be held via Zoom

Vote on Provisional Members:

Two provisional members presented themselves to be voted in as permanent members: Tiny Acres Farm and Maggie's Farm.

After presentations, the members were asked to exit the meeting.

Hanne made a motion to accept Tiny Acres Farm as a permanent member; Carolyn seconded; motion unanimously accepted.

Hanne made a motion to accept Maggie's Farm as a permanent member; Cathy seconded; motion unanimously accepted.

Proposed Rule or Adjusted Rule Changes:

David and Jessica, who were absent from meeting, had asked if we could have a separate Winter Market Buy In Meeting in October. Doug wasn't sure if we would need a rule change for this.

Carolyn stated that this request would require a rule change due to the timing of the proposed meeting.

Caitlin will talk with Jessica and recommend she submit a proposal for a rule change.

Ruby brought up that vendors are doing a sloppy job with displaying buy-in Tags. She asked if market managers can try to take note of signage.

Hanne feels we should accept both option A & B of Jaime's budget proposal at the next meeting (regarding dues). See options in the **Finances** section of these minutes.

Caitlin mentioned a new Portland Market potentially opening at Woodford Corner. She is going to get more info.

Adjourn: Cindy made a motion to adjourn at 7:50 pm; Doug seconded; motion approved.