

12/1/2011 Portland Farmers' Market Association

SNAP/Token/Booth Committee Meeting

Meeting Minutes

Meeting held at Cornerstone Farm Palmyra, Maine

Attendance:

Carolyn Snell- Snell Family Farm

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

Daniel Price- Freedom Farm

Jaime Berhanu- Lalibela Farm

Welcome

1. Discussed the need for a sign at the Info Booth Table with the market's Facebook and Website addresses. Jaime will do this.
2. The Lost and Found Box will be given an expiration date to lessen the burden of transporting a growing amount of lost items. Expiration date will be 1 yr.
3. Discussed ideas for what the Info Booth should consist of beyond the Token System: Ideas discussed were: Market History Photo Album, Farm Photo Album, Market Brochure with tidbits about each farm and possibly a market map, fundraising items such as calenders, tote bags, hats, tshirt, bumper stickers, coloring books.
4. Discussed the need for a clear space allowance for community partners/sponsors who have contributed to the Token Program and request advertising space: We will purchase and provide a large brochure holder where these groups can put brochures about their organizations. Jaime's concern is who stores/transport the groups' materials.
5. Discussed the need for a name for the token/snap program that would encompass the entire program and not only the SNAP portion. Names were discussed and the Committee agreed on "Market Moolah". The committee now becomes the "Market Moolah Committee".
6. Discussed creating a written agreement with Cultivating Community that would include: everything must be approved by the Market Moolah Committee.
7. Discussion of the Market Logo- Daniel will contact Luke Fuller directly to request logo design work.
8. Next Market Moolah Committee Meeting: 1/7/12* @ 1pm- Jaime will invite Craig Lapine and Stephanie Aquilina from Cultivating Community.

*1/10/12 Update: 1/7/12 Meeting Cancelled, will reschedule through email