

Portland Farmers' Market

SNAP Committee Meeting
Minutes 3/14/13
Meeting Location: Lalibela Farm

Attendees:

Hanne Tierney, Cornerstone Farm
Carolyn Snell, Snell Family Farm
Jaime Berhanu, Lalibela Farm

Colleen Hanlon-Smith, Maine Federation of
Farmers' Markets

Goal of this meeting is to clarify roles and responsibilities for members of the Portland Farmers' Market Association's (PFMA) SNAP Committee and the Maine Federation of Farmers' Market (MFFM), as we enter into the JTGorman grant period.

1. -During the JT Gorman grant period, MFFM will act as "Operations Assistant".
-PFMA's SNAP Committee, along with Colleen (MFFM) will serve as the "Management Team".
Breakdown of specific roles and responsibilities as followed:
2. **Hiring of Staff:**
 - Hanne, Carolyn, Jaime, and Colleen will together serve as the Hiring Committee for the Information Booth Staff.
 - After checking in with Amanda (current booth staff) it is clear that she might not be available once the summer season begins. This update along with the transition into the grant period (signaling an update of this staff position and possible changes to job description) lead us to acknowledge a need to re-hire for this staff position. Amanda will be invited to reapply if she is interested and is able to commit.
 - An updated Job Description will be completed by this committee by the end of March.
 - Colleen will develop public announcements. The Committee agreed to reserve a budget (out of the grant money) for the hiring process to cover printing and advertising costs. Colleen will estimate the needed amount (\$100?)
 - Applications will be accepted for 2 weeks once it is announced.
 - Completed rehiring process and start of new employee by May 1st.
 - Jaime will train Colleen and Colleen will shadow the new staff person on Wednesdays in May. Jaime will shadow new staff person on Saturdays in May and train for token counting.
 - Breakdown of total staff hours once grant period begins:
 - Wednesdays (summer only): 10 hrs
 - Saturdays: 8 hrs
 - 3rd day: 8 hrs
 - Total: 26hrs/week (plus 30 mins/week for check writing)
3. **Budgeting:** **Carolyn and Colleen** will be responsible for coming up with how much money needs to be fundraised by what time (a flow chart) so that our expectation of fundraising is clear to the new staff person. Jaime will serve as a reference for expense needs in the past.

-We will also create a monthly maximum allowance for the \$25,000 DVCP funds.

4. **Information Booth Clarification(what it is and what it isn't):** The **Committee** will develop a documented description together through Google Docs that clarifies exactly how the Info Booth will serve the market and the customers, as well as what the Info Booth will not be.
 - Hanne requested development of a market map
 - Discussion of status of the market brochure. Carolyn would like to wait until any new vendors are chosen so the brochure is up to date for this coming season.
5. **Fundraising/Revenue Streams:** **Colleen** will responsible for overseeing that any Fundraising goals are being met.
 - The **staff person** will be responsible for developing and coordinating fundraising events/ideas, and having them approved by the Committee.
6. **Employee Management:** Again, the entire Committee, along with Colleen (MFFM) will act as the Management Team, with **Colleen and Jaime** acting as the Direct Management Team.
 - Colleen will have once a week meetings/check-ins with the staff person
 - Jaime will have once a month meetings/check-ins with Colleen and the staff person.
 - All communication with staff person will be through email with both Jaime and Colleen included so that everyone stays up to date.
7. **Ethics of Hiring Process:** Now that the PFMA is a non-profit, **Colleen** will find out what exactly is required for our hiring process.
8. **Check Writing:** **Jaime** will continue to be responsible for the writing of vendor checks.
9. **Interaction with City/Healthy Portland:** **Hanne** will be responsible for communication with the City regarding SNAP/Ed activity at the market.
10. **Accounting:** **Jaime** will report monthly to market treasurer (Scott Howard) with the breakdown of market totals.
 - Quartely, Jaime will work with Scott to reconcile all accounting activity related to SNAP/Token Program.
 - SNAP/Token Program will be given a petty cash box so that the staff person can be responsible for supplies purchases as they arise. All receipts will be given to Scott on a monthly basis, and replenishment of petty cash box will be requested as needed through Jaime.
11. Hanne proposed requesting involvement of the market membership with counting of tokens. Participation would only require each participating vendor to help count tokens once per year, after a Saturday market. (this will begin in April 2013) Hanne will followup with the request among the vendors.

-Next SNAP Committee Meeting: Monday, 5/13/2013, 11:00am at Lalibela Farm

-Minutes taken by Jaime Berhanu