

Portland Farmers' Market Association-Token Program/SNAP Committee  
Program Manager Review  
2/3/2014 (at: Urban Farm Fermentory Food Hub)

*Attendance: Carolyn Snell, Hanne Tierny, Lauren Pignatello, Jaime Berhanu, Colleen Hanlon-Smith*

- 1) Crystal to present her review letter to the group (requested by the Committee)
  - Crystal is feeling good about her relationship with the farmers, etc (see letter)
  - Crystal expressed feeling overwhelmed with the work load starting in October, and getting requests from Lauren to do marketing for the Winter Market.
  - Carolyn wanted to make sure that it was clear about the Market Manager's participation in the group, that is was stated in the job description.
  - Jaime mentioned that she and the management team could have done a better job with the transition time from summer to winter, and expressing the anticipation of the need to do marketing for the winter market.
- 2) Hanne presented a summary of the survey results: (complete results given to Crystal at end of meeting)
  - most common negative comment is Crystal's absence from the table.
  - discussion of the need to be available for farmers' to hand in their token bags. Discussion about using the time picking up signs could be a chance to ask for bags.
  - Crystal does a good job with difficult customers.
  - Overall organization of the table needs to be improved. Request of having no personal items on the table.
- 3) Committee Feedback/Job Description
  - a) Relationship with customers:
    - checkins with committee members should not be done in front of customers.
  - b) Tone of market:
    - Hanne talked about how the booth and facebook really express the tone of the market.
    - Committee requested that Facebook posts be done 3 times/week in the winter: the evening before market, during the market, and once midweek.
    - Carolyn welcomes requests for help with writing content for facebook and newsletters.
    - Hanne suggested creating a google doc with examples of facebook posts to be used. Also, we could request content from farmers in the wintertime for summer newsletter content.
    - Colleen expressed that the suggestion of the google doc is to help with time efficiency in writing content, and not necessarily that we think Crystal's posts haven't been good.
    - Hanne talked about Crystal receiving requests from farmers (or customers) for things that don't apply to her job. Crystal can direct those requests to one of us or another farmer (manager) who could address the request.
    - Crystal asked about whether she should be going directly to Eli (manager of UFF space) to talk to him about issues that come up at market (bathroom, space issues).
    - Hanne responded that Crystal can go directly to the market manager for those types of issues, that there isn't any reason for her to need to go to Eli

directly for anything, since he is in a landlord position, and the manager is responsible for that relationship.

-Crystal expressed safety concern about a fire extinguisher that falls down frequently once almost hitting a child. Lauren will address this issue with Eli.

-Hanne will setup a flowchart to show who Crystal should go to for different types of issues.

c) Time Management:

-Hanne recognizes that everyone manages their time differently and the committee's desire to help develop efficiencies that do work for Crystal. (i.e. token counting)

-Committee has been working on creating a better way to have our time expectations expressed and met.

-Jaime went over the new Work Plan spreadsheet. Talked about timing of tokens being counted. Jaime would like the checklist to be completed by Sunday morning so that checks can be written promptly after each market. Jaime asked how the counting has been going/when is it happening.

-Crystal said that the Food Coop is very cold in the winter and that she has been doing the token counting at home, with childcare in place for her children. That in the summer, she is often so exhausted after market that it is difficult to count tokens directly after market.

-Lauren offered the use of her Apothecary after market for token counting.

-Hanne said she would like summer market not to be so high intensity for Crystal and having volunteers at each market would help with that.

-Colleen asks if we are in agreement that checks can be written by Sunday morning. Crystal and the committee agree.

-Hanne stated that she would like volunteers in place by May.

d) Fundraiser debrief:

-Carolyn expressed that the committee is sorry to have not had a fundraiser meeting immediately after it was cancelled. With conventions and market meetings, it was not possible to do so sooner than this meeting.

-Carolyn continued that next time we'd like to see a more defined timeline for goals, a more specific theme of the fundraiser so that promotion is clear why we are fundraising, and a clearer working budget. Ultimately the fundraiser was cancelled because we did not have enough advance ticket sales to go forward and that the market did not have the funds to cover the remaining needs that were needed to continue on with the fundraiser.

-Carolyn also mentioned that compared to the BunkerDown fundraiser, it may have not been a good comparison to go by because the licensing was different.

-Crystal wanted the committee to know that she did talk to the City multiple times about licensing, and they assured her she was doing it legally without licensing.

-Lauren and Colleen shared that a lot of events in Portland get conflicting information from the City.

-Crystal said that most of her fundraising ideas are mostly at-market items. Timing of doing a winter fundraiser feels difficult.

-Hanne stated that at the recent Annual Meeting, we informed the farmers that we will be now charging a 3% fee on credit tokens, which will allow for the dollar donations at the booth to go directly into our fundraising pool.

-Colleen said that we should follow up with a separate fundraising meeting.

#### 4) Moving Forward, what needs to happen:

##### a) Benchmarks:

-Carolyn went over list of Benchmarks that the Committee created.

-Crystal said that it has been hard to get volunteers to come. It would be helpful to have an incentive to offer.

-Carolyn talked about needing to overbook volunteers, counting on some or most not coming, and to gather a very large list of willing volunteers. Also, that the market does not currently have a budget right now for volunteer incentives.

-Hanne suggested seeking out community service groups (students, etc)

-Colleen mentioned that the committee doesn't want Crystal to have volunteers arriving when the booth is really busy.

-Jaime suggested seeking out a head volunteer to help with coordinating other volunteers so Crystal is not needing to manage training volunteers, etc.

-Hanne stated that the head volunteer may take some time to find/develop. It could be a long term goal to have.

-Group decides to check in again another time about volunteers.

-Crystal asks where she should get a clicker for customer counting.

-Hanne: mofga?

-Carolyn might have an idea also about where to get a clicker.

-Crystal asked about the raffle items that were donated for the fundraiser.

-Hanne suggested talking about fundraiser stuff at next meeting.

-Crystal expresses finding writing content for the newsletter challenging.

-Lauren offered her help with the newsletter.

-Jaime suggested creating a consistent template with 5-6 sections to break it down, having certain topics each month (recipe, photos, whats at market, whos at market, etc)

-Hanne suggested the committee could create the outline/template

-Colleen offered to create a boiler plate document of content, and that she'd be happy to put that together.

-Crystal stated that the mailchimp template is difficult to use, visually.

-Colleen asked if she (Colleen) could come up with the basic template.

-Hanne said she sees the following items/sections to include: snap, products, recipe, 3 pictures, who is at market.

-Jaime asked if a newsletter is necessary/worth our time. Does it duplicate what the website and facebook provide?

-Lauren mentioned a lot of people don't use Facebook

-Colleen asked how frequent should the newsletter be published?

-Hanne: every month

-Colleen suggests to keep a long term newsletter creation in mind

**-Crystal and Colleen agreed to work on the newsletter together**

##### b) Schedule more frequent checkins

-Hanne would like the group to do weekly checkins immediately after market (those that are at market), and every other week conference calls. (note that Hanne is not at market on the 2nd and 4th Saturdays of each month)

**-next conference call scheduled for February 12 at 12:00pm.**

#### 5) Schedule next review:

-Colleen spoke about working on a 6 month WorkPlan

-Carolyn: (and agreed on by the group) by March 12th the Committee will develop a 6 month WorkPlan

6) Other:

-Crystal expressed the work done for Healthy Portland was overwhelming, can that be changed next year, and can it be done by Healthy Portland next year?

-Colleen stated that she realized that Wholesome Wave was not aware how that had worked out. Colleen wasn't aware that the recordkeeping was still happening for Healthy Portland.

-Jaime asked Crystal if there was anything that was not covered that Crystal wanted to address?

-Crystal expressed wanting to leave the meeting with a system for her to receive feedback.

-Colleen summarized that we will be meeting weekly after market, and doing every other week conference calls.

-Hanne asked Crystal how often she checks emails.

-Crystal: during my work hours, 4 times/week.

-Hanne stated that if there is a phone call or conversation between only 2 members Of the group, that there should be a follow up email to update the entire group.

-Carolyn expressed to Crystal that she (and the group) wants to know what is challenging for Crystal. Carolyn didn't realize that in October she was feeling overwhelmed, and that she thinks the group could help lessen the workload if we are aware of it feeling like it's too much.

-Hanne asked if Crystal would send out the phone number for the conference call on Feb 12. (Crystal: "yes")

-Jaime agreed to highlight the to-dos in the minutes:)