

PFMA SNAP COMMITTEE
1/4/2017 MEETING MINUTES

(Present: Hanne Tierney, Clara Moore, Jaime Berhanu, Carolyn Snell)

1. Since last SNAP Meeting: office location has changed and customer count done at winter market (roughly 300)
2. Clara's SNAP Outreach budget (FINI covered) proposal:
 - a) WMPG throughout the year= \$500 (estimated)
 - b) Phoenix \$210 for ¼ page ad for 1 week plus a discount (reduced from \$210 to \$177/wk) Agreed to do 3 weeks for a total of \$530.
 - c) Facebook post boosts. (look at targeting towns beyond Portland)
Agreed to do 4 post boosts for \$40.
 - d) Direct Mail postcards through USPS: \$0.17/postcard + \$0.17/postcard for printing = \$500 (roughly) for 1500 residences in 3 neighborhoods. (Maybe include/mention "present this card & get a free button)
 - e) flyers (\$100)
 - f) possibly redo sandwich boards

All ideas moving forward, Clara will send to Emilie for approval.
3. Friends Program & recapturing returning members
 - a) New gift for returning members- umbrellas (roughly \$10/ea)
 - b) Clara will send out reminders for Friends to sign back up.
 - c) Bring a friend who signs up and get \$2 in tokens as other incentive?
4. Winter Market
 - a) Maybe schedule a special market day for an extra incentive bonus
5. 2017 Priorities
 - a) Business partnerships ideas: Bangor Savings, Chipotle (try not to schedule on Farmers' Market week), Black Dinah Chocolates, Flatbread
 - b) Outreach/Cooking Classes: Clara did one at Oppurtunity Alliance in 2016, will do it again at Clara's discretion
 - c) Special Events: Dreamscapes made roughly \$1900. Carolyn is willing to do this event again in 2017! Clara suggested doing more advertising. Also, hoping to do a similar event to Cream of the Crop again in 2017.
 - d) At-Market Events: kids days- in 2016 we did 4 days, and gave out a total of \$2000 in Chipotle vouchers sponsored by FMC. Hanne will see if Bangor Savings wants to sponsor this in 2017 and allow them to have a presence during market for those days.
 - e) Note that Secretary's Day is April 26th.
 - f) Hanne mentioned that Edie's high school club is looking for volunteer opportunities if we need coloring books staples, etc.

6. 250th Anniversary of PFMA is 2018. We should brainstorm now.
 - a) Carolyn: have 250 of something
 - b) Jaime: some kind of gift that PFMA could give to the city that “lives” in the Park” (something interactive for kids, relative to the market, somekind of statue, sign, dedication, etc)

7. For Clara:
 - a) Work on token ordering
 - b) Reconcile friends total
 - c) Jan 15th is reporting deadline for mffm
 - d) Plan to check in with Emma in Spring
 - e) Look at swag and determine 2017 budget

8. Matching: request for everyone to send volunteer hours and any matching values at least monthly to Jaime.

-Minutes taken by Jaime Berhanu