

Winter Market Meeting 9/30/17 Minutes

Deering Oaks after market.

Attendance:

Hanne Tierney, Cornerstone

Jodie Jordan, Alewives'

Doug Donahue, Balfour Farm

Andrea Batchelder, Tom's Honey

Scott Howard, Olivia's Garden

Simon Frost, Thirty Acre

Lisa MacLeod, Tourmaline Hill

David Koubek, Good Shepherd

Meg & Ryan Mitchell, South Paw Farm

Jules Fecteau, Serendipity Acres

Jean Rosborough, Kennebec Cheesery

John Carter, Middle Intervale Farm

Jeff Burchstead, Buckwheat Blossom Farm

Dominic Pascarelli, Two Farmers Farm

Sean Pignatello, Swallowtail Farm

Austin & Mary Ellen Chadd, Green Spark Farm

Jan Goranson, Goranson Farm

Winter Location

Hanne: We are having an emergency winter market meeting concerning location. I'll turn it over to Sean.

Sean: Having trouble paying maintenance (CAM) payments – behind – landlord wants new tenants if we can't pay the back CAM payments due. I am presenting the issue to group for creating solution together. Mary Ellen worked with Lauren to put together this handout showing the numbers.

Mary Ellen: The handout is a way to show what it would cost to run the market at Cove St this year, and to display what a family has taken on in shouldering this responsibility.

Jules: Do you want to keep the space for your own business?

Sean: Landlord gave us full permission to sublet – juggling space with temp issues to keep it open for the farmers’ market with events like summer pop-ups and temporary (not permanent) uses has been challenging.

Jules: So could be good for you if you didn’t have to manage that?

Sean: We don’t have anything lined up [if the farmers market is not coming] – it may or may not work out.

Scott: Is your landlord talking eviction?

Sean: landlord is very supportive. We are at least 5 K behind, so he proposed he could find new tenant we we don’t settle up the back CAM payments.

Lisa: You asked for increase in winter market dues after the first year – was that a short estimate? Is that why we ended up being behind now?

Hanne: Well, we had less vendors last year too.

Jules: What were the dues last year?

Meg: \$900 per farm for the season. \$44 or so(?) per market per farm.

Sean: The CAM bills snowballed and we haven’t caught up – still snowballing from the first season. Lauren and I are open to solutions. If someone wants to do fundraising, or if someone want’s to donate the money to run the market? We are open to options.

Hanne: Now we need to decide as a market what our plan of action is.

Mary Ellen: Brainstorm ideas. My opinion is we should stay at Cove St. for this year, and really come together and decide all the things we want in a new winter market location for next year. That would be the best thing for stability of this market and the customers.

Brainstorm:

Scott: Do we have options? I am willing to help.

Meg: One options Beth researched - is rented out already. I have been working on One City Center, but it may be too late for that space. There is the Irish Heritage Center, but we don’t know if they are already booked. And Mary Ellen has a search list.

Lisa: IHC had bad parking.

Jules: What was the rent at the IHC?

Sean: IHC rent was in the \$30-\$35 range.

Jules: Church basements have potential.

Hanne: No stairs – we need ground level or ramps.

Scott: Let’s elect folks to make some calls and see what options we might have for season, and what we would have to do to make it work at Cove St.

Sean: If everyone could pay for whole season real soon –

Scott: Let's get guarantee thru April from landlord.

Hanne: What is the time frame on Cove Street?

Scott: We need guarantee – you sit down with your landlord and get it in writing that if you pay a certain amount by a certain date, then the market can run through the third week in April.

Sean: We (Lauren and I) are not going to proceed if we're going to get kicked out. What's the value of this location for the market?

Jeff: What's the minimum we would have to pay? Is it \$1400?

Hanne: \$900 each now.

Meg: Would it be better for your family to get out now?

Sean: I don't know. We get out of it...or... we monetize the potential of the building.

Simon: Decision to be made is do you want to be there?

Sean: We want to be there. We made that decision in August.

Hanne: Meet back in a week about other options? [another market location]

Mary Ellen: [To clarify] The handout of Cove St expenses for the season has 3 options – those are my ideas, and I was playing with numbers to try to make them more reasonable and put them in context – really if someone else has ideas, go for it, Sean has said he and Lauren are open to ideas.

Doug: When will we run out of money? If everyone (20 vendors) pays \$900, at what point would we run out of money for the market at Cove St.?

Sean: Half way through the market season, but should be some revenue to go towards the CAM payment at that time. We didn't understand CAM when we originally rented.

Jules: Does it make sense to have a shorter season? My business is very slow after February thru April. Or do we have to decide if we would stay [at Cove St] permanently first?

Austin: What landlord wants to find a tenant in winter?

Jan: Speaking to benefit of location in the neighborhood: We've been there (how long?)

Mary Ellen: 2 years [in Cove St]

Jan: In the neighborhood -

Hanne: 5 years now

Jan: 5 years now. That is so valuable. Irish Heritage Center is cumbersome. Area parking is problem, unpacking and loading is a bottleneck. Cove Street has customer base, ease of access, and handicapped access. Our barn burned a few years back, and the community supported us. I believe we should stand together as farmers to help in this.

Mary Ellen seconds Jan's value of location.

Jules: If we found the perfect new spot – it could be a big boom with press...

Hanne: The PFMA has already begun spending money on advertising and marketing Cove St location for 2017 winter – stuff is out there and circulating already. [a new location could cause a lot of customer confusion].

Lisa: I'll just have to go home and figure out if I can afford this.

Hanne: Bring your ideas next week with FACTS.

Tasks:

Hanne: Mary Ellen share spreadsheet lists of locations – everyone can comment only

Mary Ellen, Jules and Meg: look for optional locations and update the spreadsheet (editing ability)

Sean: Meet with landlord about getting something in writing on security of the winter market season.

Hanne: I would appreciate it if we don't have long emails in a string, as that is not an effective form of communication.

Meeting Adjourned.

Minutes respectfully submitted by Mary Ellen Chadd, Green Spark Farm, Volunteer to the PFMA Oct 2nd, 2017.