

The Dalles Farmers' Market – Meeting Agenda

January 22, 2018

Columbia Gorge Community College – Bldg 1 – Room 1.266

Call to Order: 5:30 pm

Introductions:

Board Members: Beth Kaser, Rick Leibowitz, Janeal Booren, Kevin MacIntyre, Richard Johnston, Tama Bolton

Staff Members: Lynne MacIntyre, Eileen White,

Members: Erica Jacobsen, Greg Kaser, Mary Leighton, Barbara Pashek, Gwen Johnston

Other: Robert Denning

Previous Meeting Minutes December 18, 2017 (Beth): Rick 1st, Beth 2nds with the amendments, motion passes

Treasurer's Report – Rick: A motion was made and unanimously approved to accept the treasurer's report as presented. Beth 1st, Tama 2nd, motion passes

Old Business:

- Scholarship offer – Eileen: keep on the agenda for next month.

New Business:

- Social Media – Mary, Erica and Robert: Mary has been managing the FB page. It's a valuable marketing tool for TDFM. Both presentations will follow up by sending proposals to the board.
 - Erica Jacobsen presented to the board on what she can do to manage the social media and marketing for TDFM. She talked about her previous experience and how that relates to TDFM marketing.
 - Robert from Immense Imagery presented on what the organization can do for social media outreach at TDFM. His list was comprehensive.
 - Postpone a decision by February's meeting once we have proposals from each Erica and Robert
- Meeting with NWCP&RD Exec, Scott Baker–Kevin: Greg, Eileen and Kevin went to the meeting last Wednesday and will take the counterproposal from NWCP&RD of an annual fee of \$500 and will readjust based on TDFM financials annually. Kevin will attend the February meeting to see what the NWCP&RD board decision will be. Our counterproposal: 3 year fee structure, we will not share financials and we request NWCP&RD repair the asphalt. Beth made a motion, Tama seconded to accept Kevin's counterproposal to NWCP&RD. Motion passed. The agenda item will be on the February meeting.
- City Grant Application & POP Program Design Change – Lynne: 3rd year in a row for asking for the POP program and will need to change the program. The changes include: use tokens instead of vouchers to reduce print and tracking, tracking each token/visit with a passport, give kids their own shopping bag with the POP logo, promote POP program on FB and website, add

activities for kids and partnering with MGs (seed planting), food demonstrations with kid participation, 1-2 kids activities each month and increase the number of kids that get POP tokens each week to an average of 70 kids per market.

- OSU Small Farms Conference & OFMA Meeting, February 23 & 24 – Eileen and Lynne would like to attend both meetings again this year. Rick motions, Rachel seconds, motion passes.
- Blue Zones and TDFM – Rachel discussed that The Blue Zones plan to ask to be on the agenda in the future.
- FM Paid Positions – Rachel brought up that she wants to call an Executive Board Meeting to discuss payment for the market manager and assistant market manager positions.
- Legal counsel – Kevin asked if we will need legal counsel. We might need someone if we offer salaries and will add to Executive Board meeting next month.

Next meeting:

Monday, February 26, 2018, 5:30 p.m. CGCC – Bldg. 1, Room 1.266

Adjourn