

The Dalles Farmers' Market Meeting Minutes

May 15, 2017

Columbia Gorge Community College – Bldg 1, 2nd Floor Board Room

The meeting was called to order by Janeal Booren at 5:35pm.

Attendance: Janeal Booren, Tama Bolton, Eileen White, Mary Leighton, Audrey Stephens, Barbara Pashek, Rich Johnston, Lynne Erickson, Kevin MacIntyre, Rachel Suits, and Rick Leibowitz.

Previous Minutes: April 17, 2017 minutes approved with pending corrections.

Treasurer Report: Event Sales from the Spring Fair was \$413.50; a check was written for the remainder of the trailer and insurance; bank total is \$2,464.36 and total assets include \$7,649.55.

Old Business:

- Insurance: Rick spoke with a vendor that looked into adding NWCPD as an additional insured. The vendor mentioned that the cost to add an additional insured can be expensive based on insurance policies and Rick is concerned about losing vendors. Rick looked into other insurance policies for TDFM and made a recommendation to stay with the current insurance because it is less expensive than the alternatives he found. Rick also looked into the directors insurance to protect the Board of Directors and the market's budget is not able to afford directors insurance. If board members want to get insurance they need to get their own insurance.
- Animal Policy: the signs are in process and will state "Service animals only in The Dalles Farmers' Market vendor area." Chris Zukin will need a thank you when the signs are complete.
- Job Descriptions and Market Procedures: the lists are complete and will be sent out to the rest of the board members.
- Strategic Plan: The survey is complete and Dawn sent the data to Eileen. The data needs to be summarized so Rachel, Tama and Kevin will summarize the data in the next month. Rachel will send out a doodle poll within the next month for a separate meeting during the summer to determine what the board will do with the data.

New Business:

- Board Positions: Kevin MacIntyre was voted to be President and Rachel Suits was voted to be Secretary.
- First Day of the Market and Market Map: Eileen is planning to do the market map by the previous Wednesday and create a fresh sheet each week for the market. Sixteen vendors have filled out their applications. Most vendors still need to send in their insurance policy stating the NWCPD is an additional insured. Kevin will go to the NWCPD board meeting on Wednesday 5/17 and talk to P&R about what they will be requiring from the farmers' market.
- Marketing and Yard Signs: Beth priced 18x24" yard signs at Bohns: 4 for \$61.50; 8 for \$113; 12 for \$154. Audrey suggested looking into vista print for prices. Also, Audrey suggested creating a

1/3 page info brochure to give to local hotels and B&Bs. Because the tourist information in hotels is regulated by a company, we are unable to participate in that program. Eileen wants to hand out the half sheets to local business downtown to put in their window and help advertise the market.

- Market Survey: the FMPP grant committee wants to collect data during the market. They came up with 20 questions for each week to ask market customers and will conduct dot surveys each week to collect data.
- Junior Farmer Booth was mentioned in the vendor potluck. If a junior booth was created, it would need to be supervised. The board decided not to support a junior booth at the moment and will revisit again in later years.
- Cashing out at the market: Kevin proposed to change the cashing out system to be a delayed system of payment. He proposed the vendors choose how to be reimbursed by check (bill pay), ACH (automatic clearing house) or cash in the next week's envelope with the exception of the consignees. A motion was approved to change the way vendors are cashed out to a delayed payment of the vendors' choosing. Kevin will talk to Rick about a different system for cashing out at the end of the market.
- Market details:
 - Eileen is working with Cousin's to solidify the cinnamon role costs.
 - Rainier is not going to schedule the music so Eileen is taking on that role. Kevin made a motion to give Rainier \$75 of tokens for coordinating the music for the last 3 years. The motion was approved.
 - A potential vendor approached Eileen that is starting a nursery in The Dalles and wants to sell starts at the farmers' market. The starts are not local but are from Oregon. Eileen will contact the woman to let her know about the local policy in the TDFM rules and regs.
 - Kevin motioned to authorize Eileen to purchase what is necessary for dot survey materials for each market. Rachel seconded and the motion was approved.

First Market: June 3, 2017 from 9am-1pm at the City Park. Set up needs to be by 8:30 am.

Next Meeting: June 19, 2017 at 5:30pm at CGCC – Bldg 1, 2nd Floor Board Room