

The Dalles Farmers' Market

Board Meeting Minutes

June 19, 2017

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

Call to Order at 5:35 pm by President Kevin MacIntyre

Introductions: Kevin MacIntyre, Lynne Erickson, Janeal Booren, Rich Johnston, Gwen Johnston, Rick Leibowitz, Rachel Suits, Beth Kaser, Kyrstal Klebes, Tama Bolton, Audrey Stephens, and Eileen White

Rick made the motion to approve the April 17, 2017 minutes with Lynne's corrections and Janeal seconded the motion. Beth will make the corrections for the April minutes. Kevin made the motion to approve the May 15, 2017 minutes with the addition of Eileen's clarification and explanation for not putting TDFM flyers in the Information Brochure racks of local restaurants and hotels. Beth seconded. The minutes were approved.

Treasurer's Report: Rick reported that the total revenue for the year is \$4,519.74. Total operating costs were \$2,157.94 with a net profit of \$1,964.06. One major expense was \$450 for market manager fees payable to Eileen and Lynne. The bank has \$4,088.45 and the cash box has \$247.60. Beth made a motion to approve the treasurer's report and Tama seconded it. The motion was approved.

Old Business:

- Animal Policy/Signs update: The signs are still being made. There are temporary signs at the market for now. There was a discussion about dog signs and Audrey brought a sample picture from Astoria Farmers' Market. The board is keeping the "no dogs allowed" in the market policy.
- Market Procedures: the market procedures need to be laminated and placed in the manager's supply box and a extra copy inside the trailer.
- Strategic Plan/Survey results: Tama, Kevin and Rachel met to go over the survey results and came up with the top five items in each area based on vendor responses. Beth proposed all the board members take the document home and prioritize the items. Beth made a motion that Tama makes a survey document for the board to prioritize the topics and Janeal seconded. The motion was approved. The results will be sent out for the next meeting.
- Marketing/Yard Signs/Publicity: Beth put together a binder with the receipts and calendar for Farmers' Market publicity. Beth talked to the newspaper to put advertisement for the farmers' market section and every "What's Happening" column for the season for \$225. Beth has the paperwork for Grananda Marquee requests and the street banner permit. Beth made 10-yard signs from Bohn's and has recruited 10 residents that live in visible places to put the yard signs up. Lynne has obtained the appropriate permits from the city to display the lawn signs. The Dalles Inn has TDFM on their marquee instead of a poster. We are under the \$500 marketing budget.

New Business:

- Additional bank account designations: Rick Leibowitz would like to remove his name from the account and add Kevin Macintyre and Janeal Booren to The Dalles' Farmers Market bank account as additional authorized signatures with Columbia Bank. Eileen White will remain a signature on the bank account. Rick Leibowitz made a motion for the change in signatures and Beth Kaser seconded it. The motion was approved.
- Treasurers Responsibilities: Rick wants to be in charge of the accounting software and reports, but does not want to be a signature on The Dalles Farmers' Market bank account and is removing his name from the bank account. Rachel will write up and sign the letter that will allow the changes to happen based on Columbia Bank requirements. Janeal will help with online banking and Beth volunteered Greg to help with deposits. Rick Leibowitz will remove his name as a signature but retain some treasurer duties.
- Barbara's trailer: The board wants to thank Barb for using her trailer since 2011. Beth made a motion and Rachel seconded to give Barb a gift certificate for \$100 to the Baldwin Saloon, lifetime membership to the market after this year, and a bottle of wine from Moody's Tollbridge. The motion was approved.
- Market survey results and feedback: Lynne reported that the first question asked how people found out about the market. The number one response is word of mouth, then facebook and the website. The second survey reported that 75% attendees were from The Dalles and the "other" (out of the area/tourists) category was 17%. The third survey showed that the most abundant age group attending the market was 60+.
- Paying vendors each week: At the last meeting, the board decided to follow the bylaws by paying vendors on the next market day. Rick wants the option to cash out each week to reduce the amount of cash in the cash box and takes less time outside of market hours.
- Ft. Dalles Event June 25th: Eileen reported that The Farmers' Market is scheduled to do the refreshments for the Ft. Dalles event and Mary and Holly will cook pulled pork sandwiches. Other board members will volunteer.
- Hosting Coffee Connection July 25th: Eileen reported that the market will be the food host for the chamber on July 25th at 7:30-8:30am at NWPUD. Eileen will collect farmer donations the Saturday before the event to put together for breakfast items.
- Scholarship offer: Eileen reported that Griffith Motors wants to provide a scholarship to children of the board members, volunteers, or vendors at the market. The board requested that Eileen go back to Griffith to seek more information including the specifics for the criteria.
- Farm2Fork Dinner/Food Wine Art Event September 9th: Eileen reported that The Farm2Fork dinner is cancelled because of the solar eclipse timing. Instead, there is going to be an iron chef event at the market on September 9th.
- Appointment of a subcommittee of two board/members to negotiate agreement with North Wasco Parks and Rec to provide input on Parks Master Plan: Kevin made a motion and Janeal seconded to appoint Greg and Janeal to be on the subcommittee to negotiate the next fee agreement. If the meetings are during the day, Janeal will not be able to attend. Kevin made a motion and Janeal seconded to appoint Kevin and Janeal to be on the subcommittee to assist with the NWCP&R County Master plan.
- Board member Tama Bolton excused herself due to other personal commitments.
- Potential Vendor FreedomWeeder: Janeal moved and Rick seconded to accept the FreedomWeeder vendor. The motion passed.

- EBT Machine: The EBT machine has not worked at the market this year. Janeal made a motion and Rachel seconded to purchase the \$200 4G EBT machine for this year. The motion passed with a 3 to 2 board vote of the remaining board members. The President did not vote.

Announcements:

- Weekly Markets: Saturday, 9:00 AM to 1:00 PM (Please be set up by 8:30 AM)

Next meeting:

- Monday, July 17, 2017, 5:30 p.m. CGCC – Bldg. 1 2nd Floor Board Room

Adjourn