

**The Dalles Farmers' Market Board Meeting  
Minutes of 2/20/17  
St. Pauls Episcopal Church**

Board Members Present: Janeal Booren, President, Beth Kaser, Secretary (arrived at 3:45), Kevin MacIntyre, Rachel Suits

Staff Present: Eileen White, Market Manager, Lynne Erickson Asst. Market Manager

Others Present: Holly Sandoz, Mary Leighton, Barbara Pashek

The meeting was called to order at 3:13 by President Booren.

Rachel motioned to approve the minutes of November 9, 2016 with the corrections as discussed. Kevin seconded the motion. Motion carried 3-0.

Discussion was held on the Treasurer's report. There was discussion about the EBT machine and payments from the Farmers Market Coalition. Holly said we had one more year of payment from them and then we are on our own. She also said that we are charged a monthly fee and when we use it, it is a percentage of sales. Eileen said that it is turned off 6 months of the year and we also used Square on an Ipad to save money. Barb asked about the advertising expenses in the report. Eileen said it was for the 2016 costs for the Chronicle advertising. Kevin made a motion to accept the Treasurer's report. Rachel seconded the motion. Motion carried 3-0.

**Old Business**

Janeal said we need an update as to the status of the trailer purchase from Rick. Lynne said she thought \$2300 was a down payment and we need to pay the remaining \$2300.

Rachel said that she was working on putting the Market Manager and Assistant Manager list of tasks that Eileen and Lynne wrote down into job description format, for pre, during, and post market tasks. Also, we should have a copy of the Market Day procedures list at the market for those that need to fill in or help out. Eileen suggested that we not laminate it until after a market day and we will see if we need to add anything.

Trailer sponsorships were discussed to help come up with the balance of the money for the trailer. The original thought was to have magnetic signs that could be placed on the trailer by sponsors. There was concern that these could be stolen if not removed after every market. Lynne mentioned that we might need to have approval from the city for the signage due to zoning regulations. There was consensus to drop this idea and just expand the regular sponsorships to help pay for the trailer, that it would be easier.

### **New Business**

Mary brought copies of Social Media Guidelines that she put together after doing research. She said that she needs a second person to post on Facebook in the afternoons. Janeal said we need to like what Mary posts in the morning and it will move the post up to the top. Barb suggested that Jenny Loughmiller may be able to help out with this. Mary said she can not commit more time to doing this. Mary said she would call Jenny, (a past board member) and ask her. If not then we need to get someone else to do this.

Rachel said that we needed a separate meeting for strategic planning in March/April and she was working on that. She said she would do a doodle poll to see what date works best for everyone.

Eileen said that Cal from Fort Dalles emailed her asking if the Farmers' Market wanted to provide the food again for the Music at the Fort events held the 4<sup>th</sup> Sunday in June, July and August. Barb said she could help with this. Kevin questioned if we actually made any money for this and if it was actually fundraising or just Public Relations. He said if it was just PR, that maybe we could do one day and other groups may want to do the other days. Barb and Eileen both said it was good PR. There was consensus to commit to June and if someone else wanted to do July and August they could, otherwise we would provide the food if no one else wanted to. Eileen said she would get back to Cal.

There was discussion about the Master Gardener's Mothers' Day weekend plant sale event. Beth said her and Greg could work this and she would contact Marcia.

Eileen announced that she won another year's subscription to Marketwurks software and support at the Oregon Farmers Market Assoc. conference. Kevin said that in future years, we may need to bump up costs to vendors to pay for this. Eileen said we could increase fees by \$5 and still be the lowest fee of all the markets around us.

Barb asked if she could ask Parks and Rec what they want us to do again for a project. There was discussion that it would be nice to have a few more tables and benches in the City park.

Janeal said that we need 3 signs for “No dogs allowed in the vending area, except for service dogs.” We need 3 sandwich boards we can put up at each entrance to the park. Barb said she would talk to Chris Zukin.

Rachel said we need to renew the website hosting and pay for the domain name for another year. Eileen asked if getting more than one year would be cheaper. Rachel will check on 2 year option. Kevin motioned to renew the website hosting and domain name, seconded by Beth. Motion carried 4-0.

Lynne asked if the board could determine the Vendor Potluck meeting date so we could do some advance planning. After discussion, it was determined that the Vendor Potluck date would be April 30<sup>th</sup> at 4:30 at the Senior Center. Eileen said she would verify with Scott that the space was available.

Lynne also asked if we should try to apply for the USDA Farmers Market Promotion Program. She said a few of the speakers at the OFMA/Small Farms conference talked about how they used the funds to expand food access and increase sales for farmers. Lynne said she would need help if the board decided to pursue, it is due March 27 and is a difficult grant application. The minimum grant ask is \$50,000 that can be spent over 3 years. Rachel and Beth said they would help. Beth made a motion to apply for the FMPP grant, seconded by Rachel. Motion carried 4-0.

### **Announcements**

Eileen suggested we delay the report on the Small Farms Conference and OFMA meeting until the next agenda.

Eileen reported that Dylan McManus, who is now the Assistant Director for the Wasco County Library, wants to do programs through the library to present to kids on healthy eating. Rachel suggested that he get in touch with Lauren Kramer (OSU) as she has great nutrition educational material.

The next meeting will be held on March 20<sup>th</sup> at 5:30 at the College.

Meeting was adjourned at approximately 5:30 p.m.