

Portland Farmers Market Association

Annual Meeting

February 3th, 2018

2:30pm Burton Fisher Room

One City Center

Attendees:

Dick Piper, Caitlin Jordan, Cathy Karonis, Beth Schiller, Cindy and Jaycee Creps, Mark Heidmann, Austin Chadd, Carolyn Snell, Donald Beckwith, David Koubek, David Buchanan, Jimmy DeBiasi, Jeff and Abby Fisher, Jan Goranson, Doug and Heather Donahue, Irene Syphers, Grace Pease, Lana Cannon Draup, Sara Cannon, meg Mitchell, Christine Pompeo, Dominic Pascarelli, Hanne Tierney, Jaime Berhanu

1. Welcome - Hanne
 - a. Introductions: Irene (new Info Booth staff) and Jimmy (MFFM SNAP coordinator)
2. Reports
 - a. Monument Square Manager's Report - Mike(absent)
 - i. Grace: felt busier than the last couple years. Austin agreed. Don- there's a big hole in the middle of the market due to vendors not showing, it doesn't look good. Hanne- there are rules about attendance, a problem can be referred to the Steering Committee to work through the process. Vendors communicating with market manager and neighbors at market would be helpful
 - b. Deering Oaks Manager's Report -Austin
 - i. Space is always an issue, continuing. Most people are getting used to the new set up. Austin also needs to be able to set up- difficult to set up his own farm and police the space issue every single week presents a challenge. If you are asked to change something, please change it and leave it, don't change it back. There is little wiggle room- respect your neighbors, keep your displays tight.
 1. Hanne added that lot of the changes(wider walkways) were beneficial for the customers- 8' walkways were very appreciated by customers and commented on time and again- also good feedback from the city about this
 - c. Winter Market Managers Report - Meg
 - i. New location at Maine Girls Academy- lots of space, parking. Two struggles currently: filling up the space- not enough vendors. Also, could be busier- not enough customers right now. Good feedback about the location
 - d. Financial Report: Jaime
 - i. Website
 1. Motion to approve the P&L statement: Cindy, Don second. None opposed, motion passes

2. Thank you Jaime for all your work!!

e. Program Report- Hanne

- i. Snap and Incentive Totals -snap \$31.7K / incentives 21.3K (Maine Harvest bucks- Grant through MFFM and MLFAN)
- ii. Last year projects -
 1. Cream of the Crop(Meg: market sells tickets to a big farm feast and silent auction. We lose money on the meal/catering but the auction makes money, netted about \$1600. 2018:Silent Auction will be held at a winter market day so there is less over head. There will also be a bake sale, March 17th. Donations are needed for auction and donations for food that can be made into baked goods. Need ideas for businesses in town that will donate items or certificates for the auction. Event date march 17th there will be no dinner this year.,
 2. Dream Scapes(attendance a little down due to glitch of poster promotion, but still netted~\$2000. Thank you Carolyn for your work!!),
 3. Raffle: 2017 the raffle was split up there was two events , netted about \$900
 4. Swag- successful and popular with customers. We have a good stock right now
- iii. Facebook (20,000 likes) / Instagram (14,800 followers) -

f. Promotions Committee Report -

- i. Meg: winter promotion:Fedex cards was well received and brought in new customers.. Flyers around town, but not sure how effective it is
- ii. Press releases as we moved inside, also articles around the market and TV coverage

g. City : Hanne

- i. This is the year we renegotiate the contract with the city. Hanne is going to push for a list of what is allowed /not allowed. This will help us avoid constant ordinance changes. If they can just say 'according to state law' then we can make changes within our market association rules. We have a pro-bono lawyer that helps with this. One other concern is Festival of Nations and one unnamed festival that can displace us from the park.Will try to discard the other unnamed festival.Thank you Hanne for all your work on this!! Dominic is willing to help with the negotiations, with Meg and Hanne.
- ii. Things to negotiate:Can we move back to our other side? Alternate each year? Keep the tires of the vehicles OFF the Grass!!

3. [MFFM](#) – Programs 2017-2018 - Jimmy from MFFM

4. [Customer counts](#) winter- Hanne

5. Are we taking Applications for New Vendors 2018? - Hanne

- a. Carolyn: YES! Space available in Wed.(2-3 spots),no space for Sat. Need signage for the Annex- possibly increase traffic by locating the info booth to the annex?
 - b. We need to spend more money on promotions on the Wednesday market. There was little money spent this year
6. July 4th falls on a Wednesday - Alternate date? Motion to move market to Tues July 3rd, Carolyn, second Don. none opposed Hanne will negotiate with the city about this
7. Advertised Dates for 2018 open /close
 - a. Wednesday May 2nd - November 21st?Motion: Jan to accept these dates, Meg second any opposed? None
 - b. Saturday April 28th - Nov 17th? Winter Dec 1st- April 20, 2019?
 - c. Meg motion to accept winter and Saturday dates Discussion: move winter market inside on week before Thanksgiving? Space would be difficult, too much stuff to truck inside Caitlyn second Meg's saturday and winter market date 14in favor, none opposed, one abstention. Motion passed
8. Upcoming Meeting Dates - new membership March 3rd, new buy in meeting April 7
9. parking/shuttle - do we or do we not?
 - a. Low attendance, pilot program, many users were local. Could be useful if advertised more in advance. Driver's suggestion to start later, 9am. Last pick up noon not 12:30pm. 29 riders all together. Cost was paid by voluntary farmers donations: \$1400 cost. A lot of customers surveyed by Edie, " it was a great idea, but also said they wouldn't use it" Discussion ideas: Target a population? Use rikshaw instead of bus(experience)?
10. Winter market proposed [rule change](#) not to vote until future meeting
 - a. Possible rule change presented. Discussion: address vacant spots, address farmers that don't show up. Room for more proposals. Will be presented for a vote at the next meeting.. This will be a rules change
11. Election of officers
 - a. Chairman (currently Hanne Tierney)
 - b. Wednesday Manager (currently Mike Farwell)
 - c. Summer Saturday manager (currently Austin Chadd)
 - d. Winter Manager (currently Meg Mitchell)
 - e. Secretary (currently Heather Donahue)
 - f. Treasurer (currently -Simon Frost(has not confirmed that he would like to continue this role. Grace said she would be willing to step into this role(oversee the bookkeeper and be aware of the process).
 - g. Membership Co-coordinator (currently Carolyn Snell)
 - h. Steering committee at Large (currently Dominic, Jody Jordan, David Buchanan)
 - i. Motion to accept the slate of officers(with only change as Grace for Treasurer): Abby from Bumbleroot ,Caitlin second, vote yes: 15. motion passes
12. Committee sign ups!(existing committees)
 - a. [Promotion](#), Sara, Carolyn, Meg, Hanne, Cindy
 - b. SNAP: Abby, Hanne, Carolyn, Jaime, Beth, Irene

- c. parking,
 - d. inspection,
 - e. shuttle,
 - f. city
13. New Business- ??
14. Vote on Provisional Members - Cannons at noon adding hard cheese, have veggies and maple syrup in addition to sheep milk cheeses
- a. Vote to approve: Heather move to approve cannons at noon, Abby second. None opposed.
 - b. Meg motion to adjourn

Respectfully submitted,
Heather Donahue
PFMA Secretary