

Farmers' Market Management Network, Inc.

Board Meeting Minutes

August 17, 2009
9:30 – 12:00 noon

In Attendance: Adam Schroeder, Mark Krist, Patti Haden, Mayda Sanchez-Shingler, Tom Snyder, Christie Welch, Amalie Lipstreu, Beth Knorr. Board members Becky Dickerson and Bart Henshaw were absent. **We do not have a quorum present.**

Meeting Minutes from 6-1-09

Adam made a motion to approve the minutes. Mayda seconded the motion. Minutes were approved.

Treasurer's report: Christie delivered the treasurer's report for Bart. There were no transactions and no new members. The bank balance is \$409.

Adam made a motion to approve the report. Beth seconded the motion. The report was approved tentatively, pending an online vote of all members. Christie inquired about our tax id number. She will check if we have one established.

Tom suggested the treasurers report include in the future:

1. The current balance
2. Bills paid
3. Accounts receivable – including new memberships
4. Accounts payable

These will give a cash flow picture of the organization. He suggested having a projected budget and annual budget.

Secretary's report: Mayda reported that there were 159 hits (60 visitors) on the site on the day we published our email update. Typical traffic is 5 to 10 visitors a day. The email newsletter went out at the end of July. It was mailed via US Mail to 2 members without email addresses.

Old Business:

Mark inquired about the Market Manual. Beth and Christie are working on it and would like more collaboration with ODA (Ohio Dept. of Ag) food safety division. The manuals online at UC Davis' website (google: market management UC Davis) are useful reference.

Amalie mentioned that the federal Farmers Market Promotion Program (FMPP) might be pursued to help fund the manual development. The website of the program is: <http://www.ams.usda.gov/AMSV1.0/fmpp>

Mark reported that he is still working on coordinating with extension agents that can do GAP training this winter.

On the issue of charging a fee for links to members site from the members list: It was decided that we should offer links for free, for now, requiring a reciprocal link. We would revisit the policy at a later time.

New Business:

Christie suggested we hold a listening session to discuss the new food safety regulations to be voted on in the Senate this fall. She suggested the meeting should be sometime in September or early October. Possible presenters are Bob Jones or Steve Carver of OPGMA (Ohio Produce Growers & Marketers Assoc.). Christie will coordinate and confirm dates.

Amalie suggested that farmers and policymakers develop a marketing agreement for Ohio vegetables and leafy greens that would be “tiered” and based on sound science. The Ohio agreement could be promoted as an alternative to the Leafy Greens Marketing Agreement that is in place for California growers. This marketing agreement may not affect vendors at farmers markets, but would impact farmers that want to market to grocery stores or schools.

Christie suggested that a fact sheet be made available to Market Managers and vendors to educate the public on the importance of proper washing and food handling.

Mayda suggested a basic good practices sheet for beginning farmers that may not be to the point of affording formal GAP training. Resources could be linked from the web site.

Beth suggested the usefulness of online GAP training. We would look for existing resources.

Amalie announced:

- The Eat Local Challenge will be the week of Sept. 13th – 19th
- Ohio’s Eat Local Hero award has been awarded to the Countryside Conservancy for their work promoting the use of EBT cards at their market. The market offered an additional \$3 bonus for purchases using EBT cards. Funding was provided by a local foundation. Beth offered a tip that the Humpty Dumpty Institute offers grants to double EBT use at farmers’ markets.
- Ohio’s Sustainable Agriculture Week begins on Sept. 20th

We discussed the need to revise our brochure to update our mission and answer the question: “What are the member benefits of joining FMMN?”

Christie announced the Farmers Market conference in development to be held Thursday and Friday, March 4th and 5th. OSU South Centers could partner with FMMN to produce some of the workshops. She would like to receive letters of support from FMMN and any individual farmers markets. It was suggested that GAP training being considered for this winter could be held as part of this conference. Funding for the conference is still pending.

RAP-C the Resource Alternatives Purchasing Cooperative will be offering a workshop on October 14, 2009 at OSU South Centers. Attendees will be leaders of other cooperatives throughout the state. The goal is to educate on the benefits of cooperative purchasing. FMMN members would benefit from our joining RAP-C by gaining access to discounted rates for Health Care Insurance, Office Supplies, Payroll Services, Fuel and other benefits.

After this workshop FMMN could consider developing a package of benefits for our members, assuming we do join the RAP-C.

There was consensus among board members that joining RAP-C would be beneficial. The OCDC Seed Grant Application was discussed. The grant will funds will be use to:

- Provide supplies for member recruitment efforts; web site development; and educational workshops for managers and vendors
- Print a farmers market "Guide Book" which clarifies rules and regulations and provides "Best Practices" for markets.
- Pay membership in the RAP-C Cooperative

The grant will be modified by Bart and submitted to the board for online vote. Results are incorporated into these minutes as an addendum page

The next meeting was set for Monday, Sept. 21, 2009, 10 a.m. to Noon at the ODA.

Mayda made the motion to adjourn. Seconded by Adam. The meeting was adjourned.

Addendum to meeting minutes

On August 31, 2009 the board voted online using ballotbin.com. The vote to approve the final draft of the Seed Grant Application was unanimous.