

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
November 16, 2016
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:14 pm.

Board Members Present:

Bill Dardon – President

Mark Curtis – Vice-President

Pam Larson – Treasurer

Penny Byrd

Absent:

Jane M Bell – Secretary

Lisa Pidge

Emily Fitzpatrick, Market Administrator

Chris Welch, Market Manager

Minutes Approval:

Pam Larson made a motion to approve the Minutes from September 21, 2016 meeting. Penny Byrd seconded the motion. Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the amended agenda for November 16, 2016 meeting, Penny Byrd seconded. Motion passed without opposition.

President's Report ~ Bill Dardon

~ Thanked everyone for the hard work during the 2016 Season.

~ Talked to vendors about moving the farmers to behind City Hall with an early start for the final 5 weeks of the season.

~ Most vendors did not think it was a success.

Discussion then opened about the farmers change (moving behind City Hall and starting earlier)

Chris ~ Needs more feed back from vendors

~ Will contact farmers to get their feedback

~ Mostly positive response from patrons

~ Some patrons didn't know where the farmers were

Mark ~ Signs on barricades didn't really help

Bill ~ Comments from patrons, some liked the openness in front of City Hall

Emily ~ Overall, in talking with the farmers at the time, their sales were down compared to last October

Guess Presentation ~ Lazaro Calderon from The Patch

~ His sales for October were down considerably from the previous years, due to the move behind City Hall.

~ People simply didn't come to the back of City Hall.

~ His sales have been consistently growing since the VOMCFM has taken over, except for this last trial period.

Discussion

- Mark ~ This was a trial to accommodate earlier start time, to see if that would help with farmers sales
~ This change was a direct result of Seth Dolinsky of the Grange, representing the local farmers, meeting with the CSEC to share the farmers' concerns about their decreasing sales figures over the past few years
- Emily ~ With increasing number of Farmers' Markets in more cities through the region, produce sales at all markets are down.

Discussion ~ How to further support the Farmers

- ~ More press coverage, possibly coupons in paper, Market bucks, FarmFan
- ~ Continue promoting EBT Matching program, possibly find a direct sponsor
- ~ Step-up awareness in Facebook
- ~ Encourage everyone to support the farmers (for instance; City employees...)
- ~ Encourage or mandate that Ready-to-Eat food vendors buy from farmers
- ~ Shorten the Market season to May-September, eliminating October

Vice-President's Report ~ Mark Curtis

No report.

Treasurer's Report ~ Pam Larson

Presented Financial Statements

Manager's Report ~ Chris Welch

Presented the Market Year to Date report.

Discussed timeline to get the market going for the 2017 Season, issues with City

MOTION MADE

Mark ~ If we have not heard back from the City by December 1st, we will send them our proposal for the 2017 season.

Pam ~ Seconded.

Motion passed without opposition.

Administrator's Report ~ Emily Fitzpatrick

Christmas Party set for the Swiss Hotel, details to follow

She is resigning from her post to focus solely on her career

She will work until the end of this year and help to get the next year's permit

Thanked everyone for the opportunity to have been able to work with them

Old Business

None discussed at this time

Music and Music Policy Committee

No one in charge at the moment

Scholarship Committee – Mark Curtis and Penny Byrd

No report was submitted by the Scholarship Committee.
Suggestion was made to rewrite the scholarship form

MOTION MADE

MARK ~ Chris will revise the scholarship application form before we send it out to the schools or public.

PAM ~ Seconded.

Motion passed without opposition.

New Business

None

No Meeting in December

Next Meeting January 18, 2017 at 6:00 PM at the Palms Grill

Meeting adjourned at 9:00 pm.

Respectfully submitted,

**Emily Fitzpatrick, Administrator
VOMCFM**