

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
June 15, 2016
The Palms
Sonoma, CA

Meeting was Called to Order by Secretary Jane M. Bell at 6:11 pm.

Board Members Present:
Jane M Bell – Secretary
Pam Larson – Treasurer
Penny Byrd
Lisa Pidge

Absent:
Bill Dardon – President
Mark Curtis – Vice-President

Guests:
Chris Petlock, CSEC
Seth Dolinski, Farmer Representative
Fred Allebech, CSEC

Emily Fitzpatrick, Market Administrator
Chris Welch, Market Manager

Minutes Approval:

Lisa Pidge made a motion to approve the Minutes from May 18, 2016 with noted correction. Pam Larson seconded the motion. Motion passed without opposition.

Agenda Approval:

Additions were made to the agenda under New Business: New VOMCFM Website. Pam Larson made a motion to approve the agenda for June 15, 2016 meeting, Pam Larson seconded. Motion passed without opposition.

Guest Presentations and Issues –

Seth Dolinski, President of the Sonoma Valley Grange was present to represent the market farmers and their concerns. He stated that he still feels that sales are down for the farmers. The farmers feel that the biggest contributors to this trend are the party atmosphere at the market, the size of the market, parking issues and night market does not encourage produce sales.

Paul, from Paul's Produce says sales are not good. Mostly flat. They have half their produce not sold at the end of the night. Paul also reported that David and Oak Hill Farms might drop out of the market because he is losing money, and sales are down from last year. Paul knows the market is trying to do what they can to boost the sales of the farmers. The farmers starting to sell early doesn't really work when some of the farmers aren't even on the horseshoe until 5 pm. We need to educate the audience, perhaps through announcements. They also feel that there is too much prepared food.

Chris Welch wanted to know what effect if any do out of area farmers have on their sales. Ramping up Farm Fan participation and deals that they can get. Maybe farmers can offer two for one specials for farm fans, or some other value added offer.

Lisa noted that we need to educate the farmers and audience what Farm Fan is.

Penny wanted to know why early set up for the farmers is not working. Seth reported that it works for a little while, but it's just not enough time to make a real sales impact for the farmers.

Jane wanted to know whatever became of the editorial article that Stacey was supposed to put together for the Sun. Jane also suggested that we do more to encourage vendors to purchase from the farmers. Maybe the market can subsidize some of the expense to the vendors.

Chris Petlock, CSEC wanted to know if there is any way to add points to the application scoring for purchasing from local farmers.

Chris Welch suggested that if vendors don't purchase at least 20% from local farmers (with receipt proof from farmers) , they won't be returning next year. Perhaps make a contest among vendors around it. We also need to find out what is working for other markets. Especially evening markets.

President's Report – Bill Dardon

Bill was not present for the meeting, nor did he submit a report

Sponsorship Program

– Chris reported that California Custom Hot Tubs has been added as a new sponsor.

Vice-President's Report – Mark Curtis

– Mark was not present, nor did he submit a report.

Guest Presentation – Fred Allebech, CSEC

- Fred shared that at the City Council meetings that he's attended several meetings regarding the wear and tear on the plaza lawn that Gary Edwards is concerned about. Also there was an error on what the Farmers' Market Fees should be. They should actually be \$14,000 for the season.
- Chris Petlock said that the CSEC only advises the City Council as to what they would like to see next year.

Treasurer's Report – Pam Larson

– Pam presented the current Profit and Loss Statement, and Balance Sheet.

Manager's Report – Chris Welch

New Vendor Applications –

Achadinha Cheese Company out of Petaluma, and Dearfield Family Winery.

– **Lisa pidge made a motion to accept both new vendors to the market. Pam Larson seconded. Motion passed without opposition.**

Vendors Issues –

Farm vendors along the sides of the horseshoe will no longer be able to sell as soon as they are set up. They will have to wait until the rest of the farmers are there and ready.

Next year we may want to consider not having music at all. We will have to revisit this at a later date.

Administrator's Report – Emily Fitzpatrick

– The Bathrooms are not in good shape. When we take over the horseshoe including the bathrooms, the bathrooms are not clean upon delivery. Public works insists that all the tour buses stop at the plaza. The facilities are not cleaned for neither the men's or women's bathrooms.

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

– The music committee did not submit a report for this meeting.

Scholarship Committee – Mark Curtis and Penny Byrd

– Penny reported that since we had no applicants for our annual scholarship, we should use that

money for the Teen Center or High School Agricultural or Culinary Department for a one time purchase of something the department needs.

- Jane asked Penny to come up with a plan or idea for next meeting.
- Chris to get in touch with La Luz, perhaps the Farm Worker Center could use some help.

Old Business

- There was no Old Business at this time.

New Business

- Lisa reported that the new website has the same website, but is more user friendly, and easier to edit. She will be going live with it soon so the BOD can submit feedback to her.
- Jane Reported that she will be out of town for the next BOD Meeting.

July's Board Meeting will be Wednesday, July 20, 2016 at 6:00 pm at The Palms.

Meeting adjourned at 8:25 pm.

Respectfully submitted,

**Pam Larson, Treasurer and Jane M. Bell, Secretary
VOMCFM**