

Clatskanie Farmers Market - Board of Directors Meeting ASandygenda

Mission: The Clatskanie Farmers Market (CFM) will serve as a community venue for farmers and artisans, in order to encourage the creation and growth of local, sustainable businesses. The CFM will promote local food literacy by offering a variety of fresh food products and nutrition education. In this way, the market can mutually benefit both local producers and consumers.

This Board Values: Open and honest communication, creativity, the acknowledgement and validation of unique perspectives, all different skills and talents and forces and seeing how those come together to bring something we can't offer by ourselves alone, like-minded collaboration, listening skills (hard listening!), building community with like-minded people.

Date/time: October 11th, 2023 12pm The Hub

Attendees:

Board members:

- Brandon Schilling, president
- Sara Wells
- Kris Lillich, treasurer
- Tracy Prescott-MacGregor, secretary
- Wendy Schmidt
- Nancy Cary
- Terri Emrich
- Bekah Logan
- Sonja Tenhorn

Executive Director: Jasmine Lillich; Programs Manager: Kelsey Engstrom; Education Director: Candy Uskoski

Agenda Item	Key Points Discussed and/or Decisions Reached	Next Steps (who will do what by when)
Welcome!	We value your open & honest discussion!	

Public Comment	Sandy Moillinen is asking about a citizens group for emergency response now that the for department is paired down. She's arranging an early November meeting to decide how to proceed. She wants to increase awareness about the no spray option form provided by the county roads department. Spays can drift to fruit trees. She wants to put on a class in January that's advertised by the market at the HUB. She's also proposing a class on the electromagnetic fields.	
Secretary report (Tracy)	<ol style="list-style-type: none"> 1. Approval of minutes from September board meeting Sara motioned Becca seconded all approved 	
Treasurer's report (Kris)	<p>Approval of f Treasurer's report from September</p> <p>Jasmine brought up issues with delineating Square transactions and Fundraising. Kris brought up Novadia. Motion to approve by Wendy. Bekah seconds. All approved.</p>	Jasmine will meet with Jenn and work out ideas on how to delineate Square and Fundraiser input.
Tech/communications	<ol style="list-style-type: none"> 1. Any problems need addressing? 	
Year end summary	<ol style="list-style-type: none"> 1. Schedule a pre strategic planning meeting for summary Jasmine wants to meet to discuss grant needs. She's collecting numbers to help guide us. CFM work session October 25, 2023 at 2pm. 	Bring questions! Bring visual aids for the me

<p>Harvest Festival</p>	<ol style="list-style-type: none"> 1. Debrief 2. Kelsey report on drive Apple juice flowed into the KMUN booth. They suggested better placement next year. People didn't buy apples from the HUB or Market. There was no one attending telling people where to get apples and get them pressed on site. That would have been a good job for Teen ambassadors. Next year make sure they pass out info a week ahead and an apple pressing info station. We should do that and plan for an info booth and an attendant for each festival. A few more presses are needed next year. Sara thinks there were too many things going on. It felt chaotic. Terri thought it was ok and that the customers enjoyed that. The alcohol vendor dropped out 3 days before. Sara suggested a penalty. Brandon suggested a receiver for vegetables Cutest etc...Brandon suggested quality over quantity in the festival contests and judging. Jasmine suggested picking events and sticking with them. Nancy suggests using teen ambassador and to let her know what's needed to train volunteers. Volunteer coordinator? Sara suggested a champion citizen involvement for each festival. Nancy suggested breaks for apple press operators. Use teen ambassadors. 	
<p>Meeting time change</p>	<ol style="list-style-type: none"> 1. 3rd Wednesday of the month 2. Financial reports Starting in January. No meeting in November because of the November 8th meeting. 	

<p>Food Hub</p>	<ol style="list-style-type: none"> 1. Monthly report -Steady sales. Selling a lot chicken meat. The HUB isn't taking away from the market business at all. 2. Finances- 3. SNAP/OFB -Oregon Food Bank grant-We've spent \$1000. Must spend all of it by December. 4. Keep it local holiday -\$90 to be part of it. Jasmine would like to create incentive coupons. Good advertising comes with it. 5. Phone-we need a CFM phone. Jasmine has been answering. Burner phone? Ten dollars a month. 6. Kitchen-Plumbing permit is here. The construction on the kitchen will start soon and be done this winter. 	<p>Need to divide CFM Food HUB Saturday market Social media account?. Divide Facebook and instagram pages or rename them?</p> <p>Jasmine will look into the CFM phone.</p>
<p>Vendor potluck</p>	<ol style="list-style-type: none"> 1. Debrief-Rose, bud, thorn 2. New board member options-Toya got 6 votes has an unpredictable schedule. Sonya is here to watch and decide if she wants to be a board member. 	
<p>Board retreat</p>	<ol style="list-style-type: none"> 1. strategic planning- 	

<p>Saturday Market</p>	<ol style="list-style-type: none"> 1. Kelsey final report-Kelsey says we didn't increase in food assistance. Something to work on. Covid assistance went away. That could be a cause. Kris suggested doing something at Solhaven to spread the word about food assistance programs at the CFM. We did pliers at the high school. Kelsey suggested helping the vendors be educated more about the food assistance. 2. Stats-(See Kelsey's Fabulous 2023 sales data.) 3. Sponsorship structure-Recurring donation program. Annual subscription. (CFM Calendar, CFM Cookbook.) Patreon. We have 1300 people on our mailing list. There should be a perk. Local business flier that has a list of sponsors of us and have it at the community booth. Sara suggested motivators for sponsorships like a mug, stickers. 4. Surveys-Kelsey will send a survey she's been working on to board members in chat. 5. Season length-Can we cut three of the September Saturday markets out? After school starts. Should we shorten the market can we have a strong spring event and a strong fall event? We could partner up in spring with the garden club. The fall event would be labor day weekend. The market would run June through labor day. Terri says if our season is shorter vendors will see it as limiting opportunities to make money. If our market wants to grow we need to keep it longer. How can we run the whole market and avoid burnout? Coupon for other local businesses? Grassroots outreach of our strategic vision. Go to Chamber meetings. 	<p>Jasmine, Kelsey and Sara will create a CFM brochure, a one sheet CFM fact sheet and an article in the chief with these stats info graphic at the end of the year.</p>
<p>CCCC grant</p>	<ol style="list-style-type: none"> 1. Music-\$2000 We could ask for cooking classes for our kitchen. Or a mural for the building. Apply and use grant for POP money? \$1000 for POP and a \$1000 for advertising, photography, interview? 2. What else could we apply for?- 	

<p>Ambassador report (Nancy)</p>	<p>Nancy wants to get-together to write their resumes with the teen ambassador. She'd like to do it on a Saturday at the HUB. Kris suggested outreach to the school board to present to them what our teen ambassadors did for us. Nancy wants to talk to their career counselors in order to help them get school credits.</p>	<p>Nancy will write up next steps to get the Teen Ambassadors credit for their market work last summer.</p>
<p>Winter Bizarre and Farmer social</p>	<p>1. Should we do it? Or artist pop-ups "Producer Social" offering BEER and Pizza. Sara suggested doing it before we finalize our season.</p> <p>Sara suggested having good warm, fuzzy group events and vendor pop-ups here at the HUB building. Host more activities in the building.</p> <p>Winter Bizarre December 2, 2023.</p>	<p>A subcommittee is formed with Nancy, Sonya, Wendy, Bekah and Tracy to handle planning for the Winter Bizarre.</p>
<p>2023 class series update</p>	<p>2023 Class Series</p> <p>FOOD HUB FOOD LAB</p> <p>Wreath making</p> <p>Natural dying</p> <p>Bone broth:</p>	
<p>Marketing (Kelsey & Jasmine)</p>		
<p>Data</p>		

Merch		
Community Garden update (Brandon)	Sign Fence	
Park & Rec update (Jasmine)		Jasmine will go and give a market presentation
Chamber, AIC & conference updates (Jasmine)		
Music update (Brandon)	Jasmine is finalizing the CCCC Grant.	

Executive Session if needed		
Board member updates	<p>Sonja is elected</p> <p>Kris moves, Bekah.</p> <p>all approved</p>	

<p>Up next:</p> <ul style="list-style-type: none"> -Handbook changes: non-profits & fair market price for goods, sharing booths, Incubator booth -BIG fundraiser '23 -Murdock grant/ Americorp -Farm/food forest projects -Stagger board member terms 	
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Next meeting scheduled for: November 8th, 2023 (second Wednesday of each month)