



MINUTES
Foothills Farmers' Market Steering Committee
3 PM, Monday, February 2, 2009
Cleveland County Extension Center

Present: Greg Traywick, Daniel Shires, Christy Underwood, Loyd Lewis, Tim Crotts, Sandy Brenneman, Jackie Sibley, Ted Alexander, Anne Short, and Allison Gragg (representing Wade Nichols).

Greg Traywick called the meeting to order and introduced steering committee members, signifying the stakeholder groups each represented. He indicated that the purpose of the meeting was to:

- Develop a bullet list of tasks that need to be accomplished and decisions that need to be made by the Committee prior to opening date (and beyond).
- Have a discussion about ways to increase the variety and volume of products offered for sale.
- Identify strategies that vendors can use to increase early- and late-season production (and the resources they need to accomplish this).
- Define how the Market wants to be known and promoted.
- Discuss proposed opening on April 24 in conjunction with Art on the Square.
- Set future meeting dates for the Steering Committee.

The Committee established the following list of priority tasks:

Task	Person(s) Responsible
Establish a draft job description for the market coordinator position that outlines specific responsibilities & expectations, lines of supervision, and compensation. A draft document will be submitted to the Steering Committee for review at its next meeting.	Jackie Sibley & Allison Gragg
Hire a market coordinator.	Steering Committee
Oversee permitting of the Market with City of Shelby for the entire 2009 season.	Allison Gragg
Establish operating guidelines that address key issues, including which counties may participate and resale of produce by vendors. Draft guidelines will be presented to the Steering Committee at its next meeting.	Daniel Shires, Loyd Lewis, Christy Underwood, Tim Crotts
Develop a draft marketing plan and operating budget to govern the 2009 season.	Greg Traywick, Jackie Sibley, Allison Gragg, Ted Alexander, Sandy Brenneman
Develop a long-term strategic plan to explore emerging opportunities, address a permanent site, etc.	Steering Committee
Develop a rationale for establishing a "mobile market" one day per week at the Cleveland County Health Department.	Anne Short
Investigate procedures for accepting WIC vouchers.	Anne Short
Investigate procedures for accepting Food Stamps.	Greg Traywick

After some discussion about options, including the potential benefits of an afternoon market, the committee reached consensus on operating the market on **Wednesday and Saturday mornings from 8:00 AM until 1:00 PM** throughout the entire season.

It was also decided that the **grand opening would be held on Saturday, April 25** in conjunction with Art on the Square. Vendors will be asked to arrive by 8:00 AM and stay until they sell out or 3:00 PM (whichever comes first). Allison Gragg noted the need for flyers promoting the Farmers' Market to hand

out to Art of the Square Patrons. The committee will address plans for the grand opening at upcoming meetings.

The committee fully endorsed the slogan "**We Grow What We Sell**" to identify and distinguish Foothills Farmers' Market.

Anne Short, representing the Alliance for Health, discussed the need for a **mobile market** in the parking lot of the Cleveland County Health Department one day per week. Vendors have sold there successfully in the past. The potential customer base of 4,000 would include health department employees, mental health employees, hospital employees and residents of the neighboring "Weed & Seed" community. After much discussion, the Steering Committee endorsed the concept. Anne will develop a prospectus to be used by NC Cooperative Extension and the Steering Committee to secure potential vendors for this venture.

Committees were charged with completing their assigned tasks prior to the next full meeting, which was set for **Monday, February 16, 2009 from 3-5 PM at the County Extension Center.**

There being no further business, the meeting was adjourned at approximately 4:45.