



MINUTES
Foothills Farmers' Market Steering Committee
2 PM - May 19, 2009
Cleveland County Extension Center

Present: Sandy Brenneman, Jonathan Dyer, Greg Traywick, Anne Short, Daniel Shires, Jackie Sibley, Wade Nichols, Loyd Lewis.

Market Coordinator's Report: Jonathan Dyer presented the coordinator's report as follows:

Seven (7) Market Days: April 25 (Grand Opening) – May 16, 2009

Date	# Vendors
Saturday, Apr 25	16
Wednesday, Apr 29	5
Saturday, May 2	14
Wednesday, May 6	8
Saturday, May 9	10
Wednesday, May 13	8
Saturday, May 16	11

- Highest number of vendors present in one day – 16 on April 25
- Lowest number present on one day: 5 on April 29
- Vendor fees collected to date: \$900

Vendor Feedback: Information obtained from conversation with each vendor suggests that each vendor seems pleased with general set-up and space allocation. Two items of concern include:

1. Need for additional promotion/marketing via public advertisement (newspaper, commercial ads, etc.).
2. Deep concern that not all vendors are not adhering to the 20% allowable re-sale rule. This has been brought to the attention of the market coordinator and the violating vendor. Concern over this issue is two-fold: a) this cuts into other vendors' profits, and; b) the practice of re-sale conflicts with the Market's established theme of "We Grow What We Sell".

The Steering Committee then entered into a discussion on vendor concern about the 20% re-sale rule. Jackie Sibley defended the rule, noting that Foothills Farmers' Market rests on the commitment to protect and support local farms. She also noted that we aren't just selling food, but an experience... part of our attraction is that FHFMM provides an opportunity for customers to build relationships with the farmer who grows their food. Loyd Lewis stated that vendors are required to collect and remit sales tax on foods purchased for resale.

After some additional discussion, the Steering Committee reached consensus on interpreting the guideline as follows:

*“All produce or plants sold shall be grown by the individual whose name appears on the grower’s certificate or someone representing that person. However, a minor portion (up to 20%) of his/her **daily** supply may be purchased for resale from other local growers who have a grower’s certificate. Purchased goods should be labeled with farm name and origin. No produce shall be bought from outside markets (example: Columbia or Asheville).”*

Market Coordinator Jonathan Dyer was charged with monitoring compliance with the guideline and reporting his findings back to the Steering Committee.

Greg Traywick was charged with sending a letter to all vendors clearly stating the rule and encouraging compliance. Also, effective June 1, all vendors will be asked to report daily sales anonymously.

Anne Short reported on the Mobile Market, which operates every Tuesday from 9 AM until 12 Noon in the Health Department parking lot. She noted that health department employees are patronizing the market while hospital (CRMC) employees are not. The market will be relocated to the front of the building beginning June 2 in an effort to increase visibility and improve access by CRMC staff. She also plans to meet with the CRMC marketing representative to in an effort to promote the market. Residents of the neighboring community have begun to participate.

Greg Traywick reported that the Farmers’ Market checking account with First National Bank is now under management by Cleveland County government. He has signature authority, and will report all account activity to the Steering Committee in the form of a financial report at each meeting.

Sandy Brenneman noted that a mission statement has been developed by the committee which developed the 2009 Operational Guidelines:

Mission Statement: *The Foothills Farmers Market is a “Grow what you sell”, grower-certified market designed to supply local residents with the freshest produce available. The market will also supply a sense of community, increase public awareness about the benefits of fresh produce, and support the local economy.*

We need to move forward with strategic planning, and Sandy agreed to issue an e-mail questionnaire/assignment to members in an effort to initiate the planning process.

The next Steering Committee meeting was set for June 16 beginning at 4 PM at the County Extension Center.