

Minutes of Farmers Market Committee Meeting Wed April 23, 2014 10 Am Town Hall

Present

Committee Chair- Civilian from BBLA Board	-by speaker phone	(John Himmelberg)
Committee Co Chair- Farmers		(Henry Bennett)
Head Market Master- all Sundays		(Steve Wode)
Woman's Civic Club member and Tent volunteer recruiter		(Margaret Young)
Liaison from Town of Bethany Beach		(Julie Malewski)

Also attending were Carrie Bennett, Jerry Morris, and Tracy Mulligan acting as Secretary

Not Present

Advertising and Promotions chair		(Dan Costello)
Treasurer –		(Nancy Sanger)
Sunday volunteer recruiter for delivery, set up, and take down		()

Information and decisions from the various committee roles

Committee Chair- Civilian from BBLA Board

Committee Co-Chair- Farmers

- Information that all Vendor contact forms and insurance forms are back; all farmers a completed the food safety course, certificates are pending and the temporary food permits only apply for one vendor who is doing samples

Committee *decision* on Procedures were determined for situations where a grower may be violating the sell what you grow policy. See below.

Decision that Henry Bennett will send the committee the letter he drafted to send to all vendors reinforcing the sell what you grow policy, the procedure when violations are possible, and an update on the role of this Committee in this transition.

Advertising Coordinator

He advised by e-mail that things were going along

Note Before opening, we need a list of all that is done, including yard signs, realtor cards, newspaper ads, website links etc.

Discussion

- that the market is packed, is well known, and therefore advertising might be reduced in future (as a secretary's aside--Years ago, my son was leaving the bathroom light on all night. We asked him why. He said "to keep the vampires away". We said there are no vampires. He said "See, its working".) Perhaps the advertising is working too.
- that Town is not installing any more banners on the lifeguard building due to building damage
- Discussion that a sign at the market that described the Sell what you grow policy would be beneficial, both for letting customers know and reinforcement for participating farmers.
- Discussion on putting advertising on inside of town trolley.
- Town liaison advised she can add Farmers Market to town facebook.

Website for Bethany Beach Farmers Market maintained by Cullen Langford

Tracy spoke with Cullen by phone.

- Cullen will become a member of the Committee
- He can put a link on the FM website where people who want to volunteer can click to send their contact info. Info will go to Cullen's webmaster e-mail address and he can forward it to Steve.
- He mentioned years ago, the phone company set up a phone number that goes only to voice mail as a possible way to give people a phone number.

Treasurer –

Dan to turn stuff over to Nancy Sanger when both are in town. Growers fee checks of \$150 for the season go to Henry Bennett. He has two checks and will hold them until he sees Dan.

Head Market Master- all Sundays

Decision reached on set up period from 7 to 8 AM.

1. Table, tent, chairs will be stored at Claire Lorftus house at _____ 4th street.
 2. Margaret Young will drive her jeep there where Steve Wode will meet her to load up.
 3. Steve does not need any other volunteers during set up period
 4. Steve will set up. He advised he needs no additional volunteers during that time period.
 5. Unclear about the two A-frame signs Henry Bennett has been delivering will be handled
- Tote bags and tee shirts will be stored at Margaret Young's house (Is that correct?)
 - A free shirt will be given to each volunteer.
 - *Decision* to have a one page handout to give to each volunteer on the idea behind the market, answers to typical questions, etc- (Steve to write it?)

Sunday volunteer recruiter or contact person for take down work on Sundays

Not solved. Some discussion. Jerry Morris to give Boy Scout adult leader Steve Wode's phone number

Woman's Civic Club member Tent volunteer recruiter

- Tee shirts and totes need to be ordered. Margaret Young to do, aided by a another volunteer
- *Decision* that Walk through History booklet should be sold at tent. Procedure is that Farmers market pays BBLA the cost of the book, resells them for \$4.00 and keeps the margin.
- Cash box will be kept by Margaret Young at her house during the week. Receipts above the bank needed as change to start each Sunday will be given to _____ deposit in the PNC farmers market bank account.

Liaison from Town of Bethany Beach

- One page write-up is needed for use in advising police, parking town employees of how the market manages parking and traffic flow and other areas where town employees may intersect the market. Steve will draft it. Julie will arrange for communicating it to town staff.
- Subsequent question- IS the Town liaisons phone number suitable to be published for potential volunteers to call if they do not use e-mail that could go to webmaster. ?
- Town Manager indicated that the Town could store and deliver the tent, tables, chairs during the summer if needed. Committee appreciated offer, not needed at this time.

Procedure When there are indications that a vendor is violating the sell what you grow policy.

1. When the Farmers Market Co chair or the Sunday Market Master notice a potential violation or receive a complaint, they will discuss it with the farmer who may be violating the policy. As warranted they will issue a warning, either verbally or in writing. This warning includes that there will be an on-site visit to the grower that week so the grower may demonstrate he is growing the produce.
2. The onsite visit will be done two people-- Farmers representative and by a member of the Committee.
3. The two people will bring their findings back to the BBLA Farmers Market Committee Chair who, in conjunction with other members of the committee, will determine whether there is a violation. If there is no violation, the grower will be so advised by phone and then in writing.
4. If there is a violation, the grower will be advised by phone and by certified letter that they are no longer members of the Bethany Beach Farmers market and may not return. Other growers will be advised by phone or letter that the grower who violated the policy has been terminated from the market.

Discussion preceding this procedure included that the BB Farmers Market was set up as a Sell What You Grow Market, that this is in the rules signed by all vendors prior to each season, that a violation is not fair to other vendors who are following the policy, that a violation is not fair to customers who expect produce grown by the vendors