

BETHANY BEACH FARMERS MARKET GROUP MEETING

May 17, 2015

MINUTES

Meeting - 10am at: 10:15am

Larry Fishel's 97 D Captain's Walk (First St & the beach)

OR in case of rain -

[Carrie Bennett's 53 N Atlantic (west side of N Atlantic)]

Refreshments – bagels kindness of Larry and lemonade and cookies kindness of Carrie

BBFM Group BOD Present:

Carrie Bennet

Henry Bennet

Larry Fishel

Jenn Carter

Maggie Lowman

Jerry Morris

Doug Mowrey

Nancy Sanger

BBFM Group BOD Not Present:

Margaret Young

BBFM Group Present:

Rich Lowman

BBFM Group Not Present:

Dan Costello

John Himmelberg

Cullen Langford

Clair Loftus

Julie Malewski

Tracy Mulligan

Mary Lou Tietz

PHOTO – Jenn – **NO** – not enough members present – next time

I. Call to Order – TIME: 10:15

II. Approval of Minutes - April 11, 2015

DISCUSSION:

Motion to approve April 11 minutes: Larry

Second: Jerry

Discussion: --

Vote: Aye

III. Treasurer's Report – Nancy

DISCUSSION:

\$4936.54 balance – Nancy will send the actual report to me for inclusion

Doug will contact PNC to thank and ask who's working there now

Motion to approve Treasurer's Report: no report presented – Nancy will send to JC

Second: ---

Discussion: ---

Vote: ---

IV. Board Decisions

a. Corporate Address and Agent

DISCUSSION:

- i. Dan Costello – registered agent no longer – changed to Nancy a while ago – need to change to the company to be the agent – UPS \$204/year
 1. Reason – people can deliver packages, etc. where someone is there to receive it – attorney said he would do it, but the actual address is in Wilmington
 2. An individual should not be able to change official elements on their own
 3. We are vulnerable – and no one there all the time to receive packages/letters – PO cannot do it
 - a. Nancy – table it until Sept.
 - b. Carrie – err' on the side of caution – court cases as evidence of people threatening to sue

Motion: Carrie – move that we use the UPS as a registered corporate address

Second: Maggie

Discussion:

Vote: Aye

Motion: Larry – move that Doug serve as the Registered Agent

Second: Jerry

Discussion:

Vote: Aye

b. Market Master 2016 Discussion

DISCUSSION: Carrie – create a paid position as Market Master and gather ‘applicants’ for the position – as stated in a job description that she will create – each Sunday from 7am – 12:30

Motion: To make the Market Manager a paid position - Maggie

Second: Jerry

Discussion: Rehoboth MM get \$3000 (different there – weekly fee for vendors and season 3x’s as long)

Vote: Aye

V. Market Operations

INSURANCE:

1. authorization to pay the insurance invoice umbrella \$561 (15 June 15)
2. General liability policy due Oct \$260

DISCUSSION:

Motion: To approve the bills when they come due - Larry

Second: Carrie

Discussion: Jerry – Wilgus – bill with other agent went down 50%
We have 3 weeks if we’re interested in researching
Suggest that we continue to look at other agencies

Vote: Aye

- a. **Publicity** – rack cards/updates to Julie for Town bulletin boards, updates to Cullen for website

DISCUSSION: rack cards are ready – Julie will put updated info on the bulletin board (Town’s website?) – Nancy sends updates to Julie and Cullen – will now CC Doug

Motion: ---

Second: ---

Discussion: ---

Vote: ---

- b. **Newspaper Article** – Coastal Point article with Sea Colony, Press release

DISCUSSION: Carrie sent article to Larry to proof – sent to Coastal Point – they like to run articles when your ad is run concurrently
Comment – they do many interviews without them running
Ad needs to be paid – Carrie – pay up front... Nancy – they have latent billing - \$1000

Motion: Move to pay the Coastal Point bill when it comes

Second: Larry

Discussion: --

Vote: Aye

c. Tent Sales – Totes/T-Shirts/Walk thru History

DISCUSSION: Margaret has a working supply of tshirts, etc. and Dan has the back-up

BBLA – will donate books up to 100 copies when we need them when requested

Someone's comment: 'Margaret has volunteers – Nancy is there every morning and Mary Lou assists with cleanup

Motion: ---

Second: ---

Discussion: ---

Vote: ---

d. Volunteers – covered

DISCUSSION: ---

Motion: ---

Second: ---

Discussion: ---

Vote: ---

Website Information – Cullen/needs lots of info to keep website interesting. (BBLA & BW post information regarding length of season, special produce/offerings, hours, vendors, etc.)

DISCUSSION: Nancy updates him – and will cc Doug

Open Discussion:

By Opening Day – walk around with representatives of Town to delineate responsibilities of police, requirements for placement and removal of tent, assistance in clean up
Also needed to be accomplished –

DISCUSSION: JC – need to create short simple sheet of our needs/requests –

Nancy – create and send to Carrie and Margaret for MORNING SET-UP

(POSSIBLY PUT IN 2016 VENDORS' LETTER THAT THEY RECEIVE NO ASSISTANCE IN SET-UP EACH SUNDAY to make it official)

Prior to Opening Day Discussion – Jerry will arrange with Cliff a walk around to identify police and town personnel needs so we can hold accountable – and at some point equipment will be moved from Clair's shed to the Town Shed

We plan to identify our needs to the town. (and let the town determine the man/women power needed)

'No dogs' exception – service dogs (documentation on the customer's person at the time of being in the market with their 'service dog' – Larry will check into that)

Jerry – who would like to be present for the walk-through – Henry, Doug, Nancy,

Maggie, Carrie – do it closer to the Opening Day – Mon or Tues of the week

we are opening – Jerry will try for that and let people know – Dan (if needed), Henry to mark

Go back and mark spaces if they have to (if they do it early or it rains heavily)

Yard Signs – MaryLou Tietz coordinate with Dan – walk around and do it with him and she will write it down – Maggie will contact MaryLou – Nancy will send to JC

Carrie + Henry – send JC a diagram (with measurements) of who is where at the market (vendors) – send to JC

Tote Bags – topic: embellishing by artists – only for fund raising or special purposes not for weekly purchase – the current tote bags do the job

Balloons – not environmentally sound – no balloons

Survey questions – Larry – give him questions – need email addresses for that...

Email LISTS.....JC – Sea Colony and maybe BBLA communications support – will publicize our info and dates

Someone should be paid to enter data - ??

Need to gather email addresses – small slip of paper to submit onsite at the tent?

Vendor input?

SIGNS – Henry – for Volunteers and Market Manager position (job description) applicants
Email address/info – small slip of paper – Henry will send to JC to print and cut (clipboard + pens) - sign up sheets or similar venue will be developed for collections of email addresses, volunteer and Market Manager volunteers/information (and application/contact info)

Already have signs for sale of T's and Totes

Next Meeting: ---

ADJOURNMENT - TIME: 11:03am