

**BETHANY BEACH FARMERS MARKET
BOARD OF DIRECTORS MEETING**

Saturday, March 18, 2017

11 AM

Bethany West Clubhouse

Meeting MINUTES

BBFM BOD Present:

Carrie Bennet
Henry Bennet
Jenn Carter
Larry Fishel
Maggie Lowman
Jerry Morris
Doug Mowrey
Nancy Sanger
Margaret Young

BBFM BOD Not Present:

BBFM Group Present:

Cullen Langford
Rich Lowman

BBFM Group Not Present:

Dan Costello
John Himmelberg
Clair Loftus
Julie Malewski
Tracy Mulligan
Mary Lou Tietz

CALL TO ORDER 11:07am

APPROVE MINUTES 10/18/16

Motion #1: To approve the 10/18/16 Minutes

By: Jerry

Second: Larry

Discussion: --

Vote: Passed - Approved

TREASURER'S REPORT

Current balance: 8118.91

Nancy presented report as PRINTED docs

– need digital from Nancy to Doug to Jenn to have on file

Doug presented vendor list/info/contact info

Rainbow Farms dropped out – retired from all venues

CURRENT: Only one vendor completely responded with all forms+fees

Bill Jordan – no response yet

All forms+fees due postmarked by April 1

– Doug will follow up on vendors with outstanding items

Motion #2: To approve the Treasurer's Report

By: Larry

Second: Jerry

Discussion:

Vote: passed - approved

BOARD DECISIONS

Vendors:

Gay Knapp Marini – NAME of FARM: Nassau Orchard Flower Farm

32095 Nasau Road

Lewes, De 19958

[302-542-0299](tel:302-542-0299)

gayknappmarini@cs.com

– Farm near Nassau Vineyards – has been growing flowers for years – Carrie visited the farm
– would like to participate for 1 year to try it – Tyra Klaw (partner) comes with the deal – old sign from farm and will bring – daughters want to pursue agriculture in college – put this vendor in the lily vendor spot (Rainbow Farms) at the market – info and forms have been sent to Gay

Bill the lettuce guy's friend has a greenhouse - Coastal Gardens - Sandy Lichauer – hibiscus flowers in bouquets

Nancy – Could we accept both because we didn't replace East View = 15 vendors total

Doug – suggests make a motion, second, and vote, then after all forms+fees are in, then consider other vendors

Motion #3: Motion that Gay Knapp Marini (Nassau Orchard Flower Farm) be accepted as a vendor

By: Carrie

Second: Larry

Discussion:

Vote: passed

Motion #4: Motion that Coastal Gardens be accepted as a vendor,
pending available space and performance review at the Sea Colony market
(after season begins)

By: Carrie

Second: Nancy

Discussion:

Vote: passed

Elections/Nominations Chair/Vote

Motion #5: (Carrie, Doug, and Larry agreed by email to continue serving on the
BBFM BoD) – Motion that the BBFM BoD accept their
agreement to continue serving as Directors on the BBFM Board of
Directors for one three-year term

By: Jenn

Second: Jerry

Discussion:

Vote: Passed

SEASON

From **June 11 to September 10**

Lucrative market that weekend

OperationSeasTheDay – they will gain separate Town permission/sanctions

Vendor Agreements & Fees Received

See sheets presented by Doug – reviewed insurance and other forms for current status

Insurance Status

Board of Liability – PD

General Policy – PD – comes up for renewal in a few months

Status of:

Merchandise

Totes & Ts - enough stock levels – Nancy will order more after
talking to Dan

Yard Signs/RackCards/Flyers - good enough quantities to begin the season

Volunteers – Margaret will take care of this – Margaret will send list for the month to Doug

WEB/ADVERTISING

WEB – Cullen – NEED INPUT! BoD – send items/ideas to Cullen

40 people signed up for email blasts – would be great to have more

Cullen will send those to Doug for him to send out the blasts

General ‘social’ needs/interests GADGETS for web:

Cullen added weather for the area, and ‘others’ – links to fire department, BBLA, library, etc. – suggest everyone take a peek at it – Cullen set up website for mobile use –

Cullen posts vendor highlight and product per week during season

Nancy sends info to Cullen

**SC Playbook \$500 (half), Coastal Point \$542 (half the cost) \$876 (end-of-year half)
– split cost with Sea Colony Market (SC Market)**

Motion #6: Continue to expend moneys for both the SC Playbook + Coastal Point advertising (split with the SC Market)

By: Carrie

Second: Henry

Discussion:

Vote: Passed

DISCUSSION

Carrie – new Sec of Ag – in position for 8 yrs – a long time ago, not supportive – Ed Key was encouraging – Austin Short – Dept of Ag (great guy)

Doug – person from alcohol industry - they’re making a push again to have alcohol at markets – continue with lack of alcohol or meats/seafood at BBFM

Carrie – article in May for Coastal Point

No Vendors’ meeting

ADJOURNMENT 12:05 ???

Motion #7: Motion to adjourn

By: Larry

Second: Jenn

Discussion: --

Vote: Passed

NEXT MEETING

After SEASON