

**BETHANY BEACH FARMERS MARKET**  
**ANNUAL MEETING AGENDA**  
**Saturday, May 7, 2016 – 1:30 PM - Library**  
*- Refreshments by Carrie -*

**BBFM BOD Present:**

- \*Carrie Bennet**
- \*Henry Bennet**
- \*Jenn Carter**
- \*Jerry Morris**
- \*Doug Mowrey**
- \*Margaret Young**

**BBFM BOD Not Present:**

- Larry Fishel
- Maggie Lowman
- Nancy Sanger

**BBFM Group Present:**

- \*Dan Costello**
- \*Cullen Langford**

**BBFM Group Not Present:**

- John Himmelberg
- Clair Loftus
- Rich Lowman
- Julie Malewski
- Tracy Mulligan
- Mary Lou Tietz

**CALL TO ORDER                      1:34pm**

**APPROVE MINUTES 2/13/16**

**Motion:** To approve the 2/13/16 Minutes

By: Jerry

Second: Margaret

Discussion:

**Vote: Yay**

**TREASURER'S REPORT**

**Discussion:**

Doug – not sure we have documented our financial situation

Went over the ByLaws re: financial report – Nancy said she has nothing to report

We are not filed 501(c)3 with the IRS – we were advised to file an application now

Reminded Treasurer – motion was passed to use a form to document accounting + to re-emphasize

that we need a written accounting of our financial status – Doug gave Nancy 2 types of forms that she could choose to use (not ExCel) – no response to using the forms  
Jerry – Ask if she desires to continue with the position – gracious to do it, and does she want to continue  
Statement once a month from the bank – and it's online to access  
inform Nancy the BoD is insisting that the forms be used  
Carrie – Henry + Carrie will look into the IRS research and application  
Dan – aren't we so small that the IRS doesn't look closely at us  
Carrie – we need to have the form filed

**Motion:** To approve the Treasurer's Report – **No report, so no motion**

By:

Second:

Discussion:

Vote:

**Motion:** Jenn – request a written documentation of the BBFM Financial accounting submitted to Doug by May 15 by the Treasurer and subsequent short reports after each Market

By: Jenn

Second: Jerry

Discussion:

**Vote: Yay**

## **BOARD DECISIONS**

### **Bylaws Revisions**

**Motion:** no motion – no revisions presented

By:

Second:

Discussion:

Vote:

### **Alcohol, Fish and Meat Sales Prohibition**

**Motion:** no motion

By:

Second:

**Discussion:** Carrie – a bill is coming up – we voted against alcohol at our market as a BoD – we should make a statement/letter as a Board to reject alcohol at this market or Sea Colony - wants the public to know where we stand on it

Vote:

### **Penguin Diner Proposal**

**Motion:** no motion

By:

Second:

**Discussion:** Henry – wanted to sponsor the Market – maybe they buy a banner for the market (DogFishHead sponsors Rehoboth Market) – and they give financial support he pays for his advertising for his Diner

Dan – get a Committee to look into this – concerns that may need to be vetted by the Board

Henry – Farm-to-Table movement

Jerry – we need a proposal in writing

Vote:

#### **4<sup>th</sup> July Float**

**Motion: no motion**

By:

Second:

**Discussion:** Doug – do we wish to have a BBFM Float

Jerry – talk to the vendors at one of the markets before that week to see if they could be involved

Doug will follow through with them

Margaret - they (vendors) will be very busy at that point

Doug – will coordinate something

Vote:

#### **Elections**

**Motion:** that we accept M, N, & H's continuance on the Board

By:

Second: Jerry

Discussion: Three people up for re-election – Margaret, Nancy, & Henry – all replied YES to continue and to accept the positions for another term

**Vote: Yay**

#### **MARKET MANAGER ROLE DESCRIPTION/FOOD SAFETY**

**Market Manager – Doug**

**On Site Managers – Margaret, Nancy, Doug**

Discussion: Doug – was there every day – this year, with the required attendance of the vendors with the Food Safety Course – we will be 'policing' and be reactive to 'bad things' and unsanitary activities...Doug wants to have a list of a few things that are primary concerns to look for at our Market

Carrie – in case an incident happens, we are able to attest that vendors have been required with course attendance and that we are vigilant

Henry - we need to be aware of sampling – vendors with 'sampling' have a hand-washing station

Cullen – highlight on the website – it is posted there that we required the course

#### **ADVERTISING – Coastal Point/Resort Quest Directory/Sea Colony Play**

## **Book/Rack Cards/Yard Posters/Flyers**

*JC & Cullen ~ MARKETING - Twitter, website, etc (LATER item on the agenda)*

Discussion: Carrie – same thing as last year + split the cost with Sea Colony – see email  
\$2836 total 13 ad in CoastalPoint and ResortQuest -- \$1418 to us and pay \$400

**Motion:** Move that the BBFM pay half of the advertising sharing it with SeaColony for  
13 CP ads RQ room Directory and SeaColony Play Book – totaling \$1818

By: Carrie

Second: Jerry

Discussion:

**Vote: Yay**

**Rack Cards & signs** – MaryLou couldn't be here – Dan said they'll order from UPS and  
they need 30 serviceable signs total – need to order more to meet this total  
Dan – goes around with MaryLou to ask permission to put signs in people's yard

## **SALES –Totes, etc.**

**Discussion:** Margaret – we got them in Dan's garage

Web address not on totes or shirts

(see Jerry's comment below regarding rack cards with social media contact  
info for the BBFM)

**Motion:** no motion

By:

Second:

Discussion:

Vote:

## **WEBSITE**

**"What to Expect", Interesting Info, Photos**

*Cullen & JC ? ~ MARKETING - Twitter, website, Facebook, etc*

Cullen – like to figure out what you do to improve the image of the market – wife checks  
other sites and likes to check the webcams – do we want to do that kind of thing –  
Cullen is working on the 'mobile' aspects of the website being able to be viewed  
easily on phones and other devices –

Carrie – it's our tenth anniversary next year – maybe design a LOGO for the tenth!!

Introduce the TENTH in the end of the year 'ThankYou' ad – Henry...Ribbon Cutting  
ceremony' – good for PR

FLIERS/Posters – Dan – 8.5x11 fliers – put up around town (Margaret puts them at the  
BW pool)

Jerry – a 'poster' in bank windows

**Could we put a rack card in the tote with the QR code and Twitter and Web address  
since it's not on the t-shirt or totes**

Jenn – I have the designs of signs made for the Market...QR code, Twitter, etc.

Doug – next ordering of totes and shirts would have the web address on them

## **OPEN DISCUSSION – Effect of Lack of Peaches**

Carrie – during the weeks when we don't have peaches, have a sign there about what's happening with the peaches – on 'off-weekends' when they don't have any produce, put up a sign – there will be melons

Jerry – what about the empty spot (vendor)

Carrie – look at vendors and their produce once season begins to find a specialty vendor  
Honey people – husband Doug Hudson passed – Carrie has tried to call – couldn't get through, told her 'we'll hold it for you'

Henry – ask what the customers wish to see in that spot – go through the web  
Eggs would be good fit – specialty eggs – people are looking for them

## **ADJOURNMENT**

**Motion:** Motion to adjourn

By: Jenn

Second: Jerry

Discussion:

**Vote: Yay**

**TIME 2:44pm**

Respectfully submitted: 5/14/16 Jenn Carter