

**BETHANY BEACH FARMERS MARKET  
2019 ANNUAL MEETING/VENDORS  
Saturday April 20, 2019 - 12 Noon  
Bethany Beach Library**

**Call to Order – 12noon**

**VENDORS Present:**

**Bennett Orchards  
Celtic Acres Farm  
Davidson Exotic Mushrooms  
Ficner Farms  
Fresh Harvest Hydroponics  
Herbs, Spice, Everything Nice  
Honeybee Apiary  
Hudson Produce  
Lavender Fields  
Magee Farms  
Old World Breads  
Parsons Farms  
Wimbrow Farms**

**VENDORS Absent:**

**Masterpiece Flowers**

**BBFM BOD Present:**

**Henry Bennett  
Jenn Carter  
Jerry Morris  
Doug Mowrey  
Nancy Sanger**

**BBFM BOD Not Present:**

**Larry Fishel**

**BBFM Group Present:**

**Carolyn Corrigan  
Albert Hudson**

**BBFM Group Not Present:**

**Judy Bullis  
Dan Costello**

**Cullen Langford  
Clair Loftus  
Rich Lowman  
Julie Malewski  
Tracy Mulligan  
Mary Lou Tietz**

**Webmaster**

**Lisa Misenda – absent**

**NOTE: Gene Jordan – first Market Master – passed away**

**AGENDA – VENDORS Meeting**

**Welcome/Introductions**

**New Vendor - Masterpiece Flowers**

**HENRY:**

**Food Safety – PSA ?**

**Required Food Safety document/certificate assuring the sessions have been attended successfully –  
emailed or mailed by April 19, 2019**

**Insurance – make sure the correct current information shows on the document/ certificate**

**Farm Inspections**

**Randomized Farm Visits – take pics and check things out – good marketing opportunity**

**Producers ONLY**

**New vendors/growers – by invitation only – contact Henry or Doug with suggestions in order  
to fill spots appropriately**

**Suggested cheese vendor - 'Chesapeake' – from Berlin**

**'PRODUCERS ONLY' – what you're selling is 100% grown/made on land you own or lease – working  
with DE Cooperative for support/info**

**When someone violates this rule, it jeopardizes our relationship with the Town  
and the Market**

**Ex.: sweet corn – if you have it all weeks of the market you'd have to have 10 plantings,  
not just one – indicator that the produce brought to market were not grown by  
the vendor – DE Cooperative Extension**

**Review Rules and Packet – Henry presented major topics from the agreement not limited to the following:**

**Market Open @ 8**

**Tent w/weights**

**Market ends promptly at noon – active sales only afterwards – 12:30 VACATE the market**

**Signage and prices**

**Attendance – communicate with Henry and Doug if need emergency absence**  
**Organic – only Herbs to use the term**  
**Spoiled or raw or may cause a food safety concern – BoD ask to remove**  
**Parking concerns – communicate with BoD member or Henry or Doug**  
**Thank Town of BB for support symbiotic relationship – public works, police, etc.**

#### **Nominations**

**With the board as it is now – we have no openings for the Board**

#### **Parking/Logistics**

**Contact Henry or Doug with comments or needs**

**TFE Permits (Temporary Food Establishment) – deadline... let us know by May 7 (if we need one for the Market – 12+vendors doing samples?) so market can send in the permit – right now... 4 vendors (Mushroom, Honey, Bread, Bennett) NEED certificate sent to Henry/Doug**

#### **Nursery Licenses**

**If you sell a potted plants – form online and free – required by State of DE**

**Missing BBFM materials/forms, etc. – didn't go over this**

**Changes from 2018 Season = 0**

#### **Make Market Better – Suggestions**

##### **Advertising/Promotion**

**Sea Colony Playbook Ad**

**Still researching the BILLBOARD at 17+26**

**Chamber – rack cards**

**Magnet**

**Coastal Point – maybe with Sea Colony – coupon QR code to it and bring to market**

**Dickens Theater - investigating**

**BB 4th of July Parade**

**1942 body for float – Henry will drive float**

##### **Web Demonstration – Lisa Missenda**

**Cullen – since 2007 – some kind of recognition**

**COST – exploring grants, etc.**

**Advertising – have a coupon – QR code on ads and on website – click and bring on phone**

##### **Discussion**

**Re: Producer's only – farm visits – contact vendor first – Pride in work – Visits not predicated on wanting to find something wrong – are for the benefit of all vendors that visits support vendors and the market by promoting vendors through real-time images and 'news' and attempting to maintain adherence to the agreement elements**

**Motion to Adjourn: Jenn**

**Second: Jerry**

**Vote: All ayes**

**Passed 12:45**

**GROUP PHOTO**

**BETHANY BEACH FARMERS MARKET  
Board of Directors Meeting**

**BBFM BOD Present:**

Henry Bennett  
Jenn Carter  
Jerry Morris  
Doug Mowrey  
Nancy Sanger

**BBFM BOD Not Present:**

Larry Fishel

**BBFM Group Present:**

Carolyn Corrigan  
Albert Hudson

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Judy Bullis  
Dan Costello  
John Himmelberg  
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Julie Malewski  
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Mary Lou Tietz

**Webmaster**

Lisa Misenda – absent

**CALL TO ORDER – Time: 1:08**

**AGENDA – BOARD MEETING**

**Approve Minutes 2/2/19**

**Motion 1: To approve 2-2-19 BoD Mtg Minutes**

**Motion by: Jerry**

**Second by: Nancy**

**Discussion:**

**Vote: Passed**

**Treasurers Report**

**Motion 2: To approve Treasurer's Report 2018 and until March 31, 2019**

**Motion by: Jerry**

**Second by: Henry**

**Discussion:**

**Vote: Passed**

**Nominations/Election**

**Nancy and Henry continuance – 3 yr term**

**Albert for Carrie Bennet – 1yr term (the rest of 3yr term)**

**Judy Bullis for Larry Fishel as BBLA representative – 2yr term (the rest of 3yr term)**

**Larry Fishel to complete 2 yr term (the rest of 3yr term) without being the BBLA rep**

**Carolyn Corrigan for Margaret as Womens Club rep – 3 yr term**

**Motion 3: Jerry – as written below:**

**Nancy and Henry continuance – 3yr term**

**Albert for Carrie Bennet – 1yr term (the rest of 3yr term)**

**Add Judy Bullis for Larry Fishel as BBLA representative – 2yr term (the rest of 3yr term)**

**Larry Fishel to complete 2 yr term (the rest of 3yr term) without being the BBLA rep**

**Carolyn Corrigan for Margaret as Womens Club rep – 3 yr term**

**Second: Jenn**

**Discussion: no**

**Vote: Aye - passed**

**Web Master – Lisa Missenda**

**Motion 4: To accept BBLA donation to cover website costs - \$1000**

**Made by Carolyn**

**Second: Henry**

**Discussion: no**

**Vote: Aye - passed**

**Volunteers – Carolyn Corrigan**

**Already has chart almost half filled with volunteers for the season**

**Advertising/rack/yard/magnets/flyers/**

**Discussion – JC – Diner placemat**

**Church bulletin**

**Motion 5: To accept BBLA offer to donate funds to cover website costs - \$1000**

Doug will draft a letter accepting their offer.

Made by Carolyn

Second: Henry

Discussion: no

Vote: Aye - passed

**Billboard**

JulieM puts our info on the board on the LifeGuard station

The billboard near the trailer park Eastbound – **monthly contract \$500 = \$1500/season**

– **include Sea Colony for half (\$750) plus initial DESIGN (\$100??)**

full campaign \$1700/mo

**Motion 6: For Henry to investigate Sea Colony's participation in the Billboard \$750 +/- & move forward**

Made by Jenn

Second: Albert

Discussion: no

Vote: Aye - passed

**...Playbook/Coastal Point/Chamber of Commerce/**

Coastal Point – Combine with Sea Colony in Coastal Point as in past? Half page split between the two markets as in the past – 3months = \$1542.50 for our half of the ad

**Motion 7: For Henry to investigate Sea Colony's participation in the Coastal Point AD at \$1542.50 +/- & move forward**

Made by Jenn

Second: Albert

Discussion: no

Vote: Aye – passed

**Rack Card**

Continue with current design with re-vamp of vendors, etc.

**Yard Signs**

Order as needed per inventory

**Dickens Theater**

Stay with advertising as is as discussed – NO to adding Dickens' venue

**Fliers – copies – OK**

**4th July Parade Float**

4-20-19 BBFM Vendor and Board of Directors Meeting

**1952 Steakbody Truck – Bennett – Henry to drive it**  
**PlaqueThat sign company in OC**  
**Will develop the concept and participate**

**Edible Delmarva**

**Henry will request copies of the mag to give out at the market info tent**

**Merchandise TeeShirts, totes**

**Selling fairly well**

**Nancy just picked up totes**

**Ordering a few Tshirts to fill in gaps – decide whether or not to continue selling TShirts in the Fall**

**Henry – DE Dept. of Ag – free recipe cards for local produce – give out at info tent –**

**Carolyn... will let us know what she needs for the items to display 'better' or purchase racks**

**Perrier's Day July 27 – Defer to Julie as to which Sunday (before or after the actual day) we help celebrate/promote**

**Chamber of Commerce/**

**PhotoOp – June 2 - ?**

**MaryLou will take care of supplying the rack cards to the Chamber**

**Discussion**

**Motion to Adjourn: Jenn**

**Second: Albert**

**Discussion: no**

**Vote: Aye – passed**

**Adjourned at 2:22pm**