

**Meeting Minutes
Webster Groves Farmers Market Committee
Monday, June 6, 2016**

DRAFT

1. Call to Order – 7:06 p.m.

Members present: Carol Evans, Roger Grow, Matt Guymon, Heather Maranan, Kim Simon, Jason Wibbenmeyer

Members absent: Chalegne O'Brien, Pat Richards

Others present: Market Master Angela Foley, Mayor Gerry Welch, Scott Davis, Krissy Jennings

2. New Board Member Introductions

The newest members, Carol Evans, Heather Maranan, and Kim Simon were introduced.

3. Approval of Minutes

The minutes for April 4, 2016 were held over to the July meeting for approval.

4. Market Master Update

Foley reported that May was generally slow, but June 1 had very good attendance. She reviewed the status of vendors, noting that Wilson Produce would be starting in early July. Just Peachy Farm and Hunter's Ridge Berry Farm would be starting soon, and Thierbach Orchard would be starting with its peaches soon. We've averaged 20 vendors per week. This year has seen a higher commitment for full time vendors compared to previous years. The University of Missouri Extension is doing a weekly booth promoting nutrition. Jessica Kester will be doing monthly POP kids activities.

Foley stated the Criminal Justice Ministry (nonprofit) wishes to sell dog treats & dog scarfs. She asked about a booth rate for nonprofits. Davis stated he felt a charge should be imposed. Grow and Guymon agreed. Grow moved, Guymon second that the standard rate of \$25 should apply. Motion approved 6-0.

Foley discussed the July 4 parade. Krissy Jennings' father has a trailer. Foley, Jennings and the market volunteers would be walking in the parade. Maranan and Simon said they may join as well.

Foley reported that a "Chef's Cook-off" event was being planned for several of the local markets, including ours. There will be 5 events throughout the summer. Chefs will use products they obtain at the market. Milagro and Olive & Oak from Webster have agreed to participate. Welch stated we need to get the City's PR committee involved. Foley agreed to give her a call.

There was discussion about the need for a beverage at the market. Foley said she is just now beginning to provide water. In past years we have made and sold lemonade, but that was a hassle, and the man who was an employee for a couple years is no longer with the market. Tamales in the past has offered a drink for sale, and El Chico has said he may start offering a beverage.

Regarding boosting awareness of the market (and hence attendance), the market banner from last year is supposed to go up at the Recreation Center soon. Also at the Rec Center, Thursday mornings we should have material for those dropping off kids at the Day Camp. Pick up is at 3 p.m. Foley asked for suggestions for making personal contacts with organizations, such as a guest speaker. It was felt that talking directly to people works better than fliers, posters, or mail. Maranan suggested the employee meetings might present an opportunity. Welch suggested the Community Music School, which brings in families from all over St. Louis. The Senior Living Center was suggested.

5. Employee Update

Foley reported that Kelly, Joy, and Lauren have been hired. The Easter Seals Midwest organization brought 2 volunteers plus 2 staff to help with set up. It seemed to work out well last week.

6. Business Sponsors Update/Friends of the Market

The Market budget was reviewed briefly to update the new members regarding funding sources. Obtaining sponsors is an annual challenge. Davis reported checks totaling \$600 from Big Sky, Back & neck, and Exercise Coach. We've yet to receive major sponsor checks from Webster Groves Subaru and Commerce Bank, which typically have donated \$1000 each. Simon volunteered to work with O'Brien on securing more sponsors.

7. SNAP Grant/Billboard Update

Foley reported she recently learned that the Federal Farm Bill does not allow funds to be spent on billboards/TV/radio. Therefore, the grant funded project is on hold until this can be resolved.

She also reported that the SNAP2 matching dollar program has been increased to \$25 per transaction. The purchase must be for produce only, fruits and veggies.

8. Other Business

Next meeting will be July 11 due to the July 4 holiday.

9. Adjournment The meeting was adjourned at 8:30 p.m.

Respectfully submitted,

Roger Grow