

Durango Farmers market  
2008 Fall General Membership Meeting  
12/03/08

Minutes

In Attendance: Dan James (President), Marje Cristol (Secretary), Cindy Schroeder (Treasurer), Sara Buscaglia (Board), Dave Travieso (Board), Peg Redford (Market Director), Scott Jergens, Kaari Milligin, Chuck and Kelly Thompson, Emily Shatting, Mike Jensen, Jim and Pam Dyer, Bill Manning, Gretchen Groenke, Jenn Wheeling, Dave Banga, Mel Matis, Joslyn Stancampiano, Tom Cramer, Gabe Eggers, Holly Napier, Bevan Williams, Terry Woodward, Jeffe Morehart, Darrin Parmenter, Katie O'Hara Barret, Brent Walter, Jerry Silverthorn, Linda Illsley, Tim Wheeler, Julie Hudak, Kay James

1. Welcome: Dan James
2. Review of Market Season: Peg Redford: The 2008 season began with 29 vendors on May 9<sup>th</sup> and ended on October 25<sup>th</sup> with an average number of 40 vendors per week.. Maximum of 47 occurred on September 13<sup>th</sup>. The November holiday market was held on November 22<sup>nd</sup> at the bank lot. The December holiday market is scheduled for December 13<sup>th</sup> at the fairgrounds from 10-3.
3. Darrin Parmenter, La Plata County Extension agent announced the "Growing Farmer Class". This is a nine week course beginning January 21<sup>st</sup>. Goal of the class is to provide intermediate and experienced farmers educational support in the areas of production, business management and marketing and to help new farmers explore farming as a business.

4. Treasurer's report: Cindy Schroeder: Full report due at annual spring meeting. Anticipate deficit for '08 given increased advertising costs. Budget for '09 to be discussed at January Board meeting with call for budget requests prior to that date.

5. EBT/SNAP: Marje Cristol: new name for same program; Supplemental Nutrition Assistance Program to continue with local grant funding anticipated from Healthy Lifestyles La Plata. This allows no cost to DFM or vendors for participation in the program. Total expenditures by consumers this year approximated \$915, an increase of 23% over last year.

6. Local food support network: Marje: review of regional efforts to promote local foods including promotion directly for the DFM were recognized. These include: Healthy Lifestyles LaPlata and the subcommittees of Healthy Local Foods and Farm to School, La Plata County Extension, SASCO, FLC and the Community Based Agriculture class, The Buy Local Campaign, and Operation Frontline.

7. Music for '09: we do not have anyone identified at this time to administer the music at the market. We will contact all interested parties. It was acknowledged that we would be unlikely to have a purely volunteer position but would likely have to continue budgeting funds for this.

8. Web chat room is functioning. Members of DFM have been invited to join at no cost to them or the market. Please contact Peg Redford if you need information on how to access this. It is meant as tool to increase communication among members.

9. Growing practices: information as to the basic growing practices of ag vendors will be obtained through the application process for 2009. The Board will publish simple signage for market booths which will state general growing practices of individual producers.

It is encouraged that more detailed information be provided by producers as an educational and marketing tool. The signage is meant as a means for consumers to distinguish basic differences in producer practices.

10. Value added vendors: discussion was held regarding the minimal local ingredient requirement for these vendors. Consensus was reached that no strict requirement be levied but that the Board should continue to have discretion in authorizing market participation based on the relative amount of locally sourced ingredients. An early application deadline is requested.

11. Not for profit participation: working group committee members discussed their findings. General consensus found that it is with a greater volume and diversity that the DFM will thrive. It was felt by membership that attendance of not for profit vendors should continue. As for all producers, consideration in the setting of fair prices should occur.

12. Winter markets are scheduled for the 2<sup>nd</sup> Saturday of the months of January, February, March and April at the Smiley building 1-2pm. Payment in advance by 12/13 is required. \$25 per market charge.

13. Wednesday markets for 2009. This was tabled until the spring membership meeting.

Date of first regular season market will be May 9, 2009. First National Bank parking lot.