

Minutes End of Season General Membership Meeting
11/28/07

1. Attendees: Dan James, Peg Redford, Marje Cristol, Cindy Schroeder, Sara Buscaglia, Pam Dyer (Board Members), Jim Dyer, Kelly Thompson, Linda Mannix, Bill Manning, Bevan Williams, Katrina Blair, Jeffe Morehart, Darrin Parmenter, Julie Hudak, Chyako Hashimoto, Tim Wheeler, Linda Illsley, Kay James, Brent Watter, Suzy Maynard, Chuck Barry, Peg George, Tom Buscaglia, Jenn and Brooke Wheeling, Joslyn Stancampiano, Brit Gamarra, Holly Napier, Dave Travieso, Dave Banga, Mel Matis, Gabe Eggers, Bobby Sutherland
2. Director's season summary: 26 week season May 15-Oct 27. Average number vendors per market June-August 46.5, maximum 51 on 7/28. 30 vendors at the last market.
3. Financials: defer to spring meeting
4. Smiley Wednesday market: offer available from Tom Bartels to utilize garden space for growing and/or participate in a Wednesday farmers market. Several DFM members expressed interest. Consensus that the DFM should at a minimum collaborate with the Wednesday Market. Jim Dyer will be facilitating further discussions.
5. EBT Summary: Local grant support this year from Healthy Lifestyles LaPlata of \$300. A 2008 grant request for \$1300 is pending to support the program. Total EBT funds spent at the DFM for the season \$708. Grant monies to be earmarked for wireless POS machine rental, monthly fees, advertising, and possibly labor . We recognize numerous barriers to attendance by low income population. Also noted was grant from Promoviendo La Salud with the SJBHD with the purchase of \$700 of DFM Bucks.
6. Prepared and value added food vendors: proposed requirement for prepared foods to include a percentage of local ingredients especially since value added goods must contain a "substantial portion" of such. Dialogue held regarding pros and cons of this proposal with the recognition that locally sourced items should be used whenever possible, that priority for attendance is given to food vendors who do this, and that there exists a tangible benefit to the DFM of prepared food vendors, regardless of whether they can source their product locally (i.e. coffee). Recommendation that the Rules and Regulations require signage by prepared food vendors stating the source of their product.
7. Year-round-market: Many vendors voiced interest in a trial of monthly markets from Nov-April. Recommendations made that the venue be indoors and consistent in location and date. Linda Illsley offered use of commercial kitchen, suggestion made that we need to consider a community storage facility.
8. Farm inspections: Request by vendor for farm inspections. Board reminded the membership that the rules and regulations provide for this and that with cause inspections will be carried out.
9. Limiting participation of non-profit vendors: Consensus that there is no benefit to the DFM in restricting participation from non-profits. Recommendation that all vendors set fair prices.
10. Development of support program for DFM: should the DFM be responsible for offering business support to vendors? No clear consensus. Suggestions made that money would better go to advertising. Several prepared food vendors offered support (Tim Wheeler a portion of proceeds to support endeavor, Linda Illsley use of computer software ,radio advertising). Suggestion that budget item be created for this. Possible to tap into volunteer support from community members or non-profit programs or Extension.
11. Foxfire seafood: consensus that Foxfire not be given exception to the Bylaws requirement that Ag vendors source their product from the 5 county region.

12. Holiday Market Dec 15th Fairgrounds 10-2. Healthy Lifestyles LaPlata's Julie Hudak plans taste testing booth showcasing foods made with local ingredients from our DFM vendors.
13. Darrin Parmenter CSU County Extension agent introduced himself and offered assistance to individuals and the DFM.
14. Adjourned.