

MCFARM Fall 2022 Operating Committee Meeting
December 4, 2022 12:00 via Zoom

ATTENDANCE Angela Harney, Julie Apostolu, Scott Miller, Robert Ayers, Michael Foley, Amanda Fairall, Gloria Harrison, Allegra Foley, Guest- Mabry Sipila
Absent- Lama Gammett

CALL TO ORDER President Michael Foley called OC to order at 12:07 pm.

APPROVE AGENDA No changes to Draft Agenda suggested.

APPROVE MINUTES FROM LAST OC MEETING- April 24, 2022
Minutes were approved as submitted with no corrections.

OFFICER REPORTS

President: President Foley reported that on behalf of MCFARM he signed on to a letter of support for AB 709 which would expand funding for Market Match.

General Manager: GM Apostolu reported that dozens of applications have been submitted for review. She suggested that she will remind vendors that the vendor representatives are there to assist with problems. GM Apostolu thanked Angela and Mabry for assistance with the latest vendor issue. (See attached GM Report dated 12/4/22)

President Foley suggested an article in the Newsletter reminding vendors of the role of vendor reps.

MARKET MANAGER REPORTS

Fort Bragg – Julie Apostolu – Fort Bragg has a strong season with many days over 15 K due to the consistent presence and high quality of the vendors even as the weather gets cooler. EBT was particularly strong particularly in the second week of the month. The Market will remain outside for the winter – however no Market on December 21 & 28. (See attached Market Manger report dated 12/4/2022)

Mendocino – Julie Apostolu – For the first time in a few years the Mendocino Market had a strong season. Average of 15 vendors with Logan Family produce and JET Microgreens adding to the produce vendors. Customers are 75% tourists in Mendocino. ATM scrip program was popular there. (See attached Market Manger report dated 12/4/2022)

Laytonville – Gloria Harrison – Reported that EBT was way up in Laytonville.

Ukiah – Robert Ayers – Reported this was his 4th season and there has been growth every year, especially because the anchor farms are consistently showing up. There is a nice vendor comraderie. EBT sales are up in Ukiah also.

Redwood Valley – Amanda Fairall – Reported this was a better year than last with 2X the EBT intake. Fairall attributes this to the consistency of the vendors.

Willits – Michael Foley – Reported sales up a lot from last year as the community recovers from COVID and also the consistency of vendors such as Inland Organics, New Agrarian Collective and Mulligan Farms. EBT is way up in Willits as well. The Market has migrated to the Willits Grange for the winter months. Foley reported he will host the Farm & Garden Show on KZYX on December 22 and will feature MCFARM and has collected many good testimonials for the show.

Boonville – Julie Apostolu – Natalie was very eager to have the Market at her restaurant and was trained in Mendocino, though the follow through was lacking in Market Reports and EBT Reports. Scott Miller Sharpening reported that the customer attendance was always weak. There was a consensus of the OC that the Boonville Market is not viable.

OFFICE MGR REPORT – Angela Harney – Reported it was a mellow year with no major upsets. Gross Sales were up about 16% over last year. Stall Fees were also up by 15.5% and additional \$12K over last year for a total of about \$80K. MCFARM Profit is estimated to be \$7K this year and can thus replenish the Contingency fund in the amount of \$4800 and avoid a 22% tax.

ANNUAL MEMBERSHIPS- Jan-Dec OR May-April?/How to get Vendors renewed easily?
(Julie & Angela)

OFFICE MGR Harney suggested that membership dues be paid through the website for convenience of the vendors. President Foley suggested utilizing transaction services other than PayPal or Venmo that charge less for the service. They use Helcim for credit card processing. The Annual Membership Fee Due Date of April 30th was confirmed.

BOOK KEEPING AND REPORTS

Office Mgr Report- Fall 2022

Angela Harney

General- Meet monthly with Gloria & Julie for check signing- Important to get timely Monthly Reports
87 paid Memberships, up by 6 from last year

Book Keeping up through October

Income: \$4350 Memberships; \$80,577 Stall Fees

Expenses: GM, makes \$500/month; Insurance- Actually paid \$2000 for general Liability (some paid in 2021);
Meetings- \$686 Pay the standard mileage rate to Angela & Gloria for meetings to sign checks

Bottom line for each Market: Boonville \$337; Fort Bragg \$10594; Laytonville \$394; Mendocino \$3337;
Redwood Valley loss (\$1106); Ukiah \$10005; Willits \$3143

Bottom line Profit is estimated to be \$5000 of which we can replenish our Contingency fund- \$4800 without incurring a 22% tax.

Gross Sales

Boonville \$529

Fort Bragg \$461860

Laytonville \$77153

Mendocino \$80809

Redwood Valley \$26028

Ukiah \$510204

Willits \$156751

TOTAL \$1,313,334 Overall up 16% from last year

Stall Fees

Numbers pointed out in Book Keeping. Overall up by 15% from last year

For the Future: Looking at how we can take Membership payments through the website.

Bonuses for Market Managers, General Mgr and Office Mgr. at year end if there is Profit and all necessary expenses are paid (must put in 2023 Budget).

Thank you to Julie for covering for me for 2 vacations this year. She did a Great job and the Office work was covered well.

Boonville Bank Account – Angela reported on an email from Lama Gammett that indicated there was \$1531 in the Boonville Market Account held by the Anderson Valley Foodshed. In addition, there is some residual equipment in Boonville.

Julie Apostolu MOVED that the Boonville community retain the equipment plus \$250 in the account should the community wish to restart a market someday, the remaining of the funds to be returned to MCFARM. SECONDED by Scott Miller. APPROVED by unanimous vote.

SUSTAINABILITY/VIABILITY OF SMALL MARKETS

(See chart of Net Income/Loss for past years)

Angela Harney commented that historically the small markets are subsidized by the larger ones.

RV Market - The committee explored the idea of changing the day of the RV Market to the only day that does not conflict with other Markets – Tuesday. That day of the week in Ukiah never penciled out. Amanda Fairall commented that people who miss the Saturday Ukiah Market often come out to the Sunday RV Market. Consensus was to leave RV on Sunday.

Laytonville Market - Gloria Harrison mused that COVID helped the as people did not want to go into the larger Giegers Market in town. She also thought the recent drop in produce quality at Giegers has brought customers to the Farmers Market.

Mendocino Market - The market is sustainable, locals are beginning to depend on it again, though it does have a preponderance of tourists. Faithful attendance by new produce vendors has boosted the market.

MARKET MATCH PROGRAM- Allegra Foley

Allegra commented that this year had a \$150K market match and next year that will be increased to \$180K. She advised that weekly submission is helpful. This next budget will include a small stipend for managers of the year round Markets to compensate for the paperwork involved.

BY LAWS/RULES AND REGS- Firm up language relating to Out-of-Area Vendors/Products; Form Committee for By Laws Updates? (Marbry & Julie)

Marbry pointed out MCFARM Bylaws currently allow vendors from “adjacent counties” to bring produce that is “not grown in abundance” by local vendors. She suggested that Solano County might stress the concept of adjacent counties. Julie noted that long distant vendors may be looking for a niche market when their local markets are swamped in particular vegetables thus they go further from their local area. Then a discussion ensued of CDFR requirement for the local County Ag Dept. to inspect farmers prior to issuing the CPC however after that there is only an inspection of compliance with the CPC at the Farmers Markets.

Angela pointed out that our Articles of Incorporation from 1993 uses the term “nearby counties” compared to our Bylaws which used the term “adjacent county” while MCFARM Rules and Regulations uses the term “distant counties”.

President Michael Foley proposed a sub-committee to propose language for the OC to formalize ahead of the Annual Membership Meeting. Sub-committee members consist of Angela Harney, Julie Apostolu, Gloria Harrison, Mabry Sipila.

TIP JARS BY VENDORS

Julie Apostolu reported that some the non-AG vendors have put out tip jars which raises the question of should tips be reported. Scott Miller commented that when a customer includes a tip he reports to the Market Manager what was received. Very simple. OC consensus was Tip Jars to be counted on vendor tallies to the Market Manager.

POSTERS - Angela queried the OC if it wanted to print Farmers Market Poster again. Consensus was to print again keeping the graphics and change the text to reflect current Markets. President Foley suggested to make sure the Visit Mendocino is supplied with the new Poster. OM Angela agreed and indicated there would be a cost of about \$600 for the printing.

END OF YEAR BONUSES - Angela raised the concept of end-of-year-bonuses for Market Managers and Officers when we have a profit at the end of the year. As noted in the Office Manager Report above, this year MCFARM will have a profit of about \$7K, \$4800 of which will go to replenish the Contingency Fund thereby avoiding a 22% tax. That leaves about \$2,200 in profit, if not spent down by the end of the year.

President Foley inquired about possibly underwriting KZYZX with some portion of that.

Scott Miller commented that such underwriting could be a multiplier, bringing even more customers to the market in the coming year.

Amanda Fairall remembered in 2018 at the RV Grange Annual Meeting the surplus profit was suggested to be returned to general members. Angela pointed out that was done that year as incentive for Annual meeting attendees, but it was not a policy of MCFARM.

OC consensus was to have Angela look into a distribution for Market Managers and Officers.

ANNUAL MEETING FOR 2023

CHOOSE DATE

Julie suggested dates of March 5 or 12th.

ZOOM OR IN-PERSON?

The OC consensus was to have this Annual Meeting in person at the Little Lake Grange where all windows could be open with good ventilation. President Foley volunteered to contact the Little Lake Grange for availability of the facility for the desired dates and report back to GM Julie.

AGENDA ITEMS FOR ANNUAL MEETING

Approve Last Annual Meeting Minutes

Vote on new officers- Vice Pres; Inland Representative; Secretary(?)

Market Manager/Officer reports

County Ag Dept Report

Proposed Budget

By Laws Changes: Out of Area Vendors & Small Market

Announcements

SPRING OC MEETING (via ZOOM)

GM Julie suggested a date early in April, perhaps the 2nd or 16th where the OC could recap/debrief the Annual Meeting.

ADJOURNMENT

Gloria Moved to adjourn

Amanda and Scott Seconded the motion.