

GM Transition Committee Meeting Notes
January 4, 2012
Green Uprising Farm, Willits

In attendance:

Michael Foley, Scott Cratty, John Johns, Marbry Sipila, Angela Harney, Alison Pernell

Meeting Objective:

Develop a recommendation for the General Manager position to present to General Membership at the Annual Meeting.

Marbry – glad there is confidence that the OC could take on components of the GM position and share the financial benefit. The question: do people want to step up to the task? Wants to pair down the GM position – eliminate grants and overall promotion. Would like to see OC getting paid to attend meetings - \$50/meeting = \$150/year. Reduce operating budget. Without a solid president, a GM is needed.

Scott – Pair down Gm position. Once thought that MCFARM should be involved in local food economy issues, but now sees that MCFARM doesn't have a role there. GM tasks are too much for president to do as a volunteer position, so we need GM position. Someone a little removed from OC for conflict resolution is good. Pair down to conflict resolution and meeting facilitation. Pay Pres & VP a stipend.

John Johns – Pair down GM, pay OC members and managers a stipend. Flat rate plus percentage pay for Market Managers. Revisit the 10% stall fee chart.

Michael – likes keeping market visitation, E-newsletter, Contact with public officials and lobbying; keep it! Pres or VP could visit markets. Community orgs should be able to run themselves and self-facilitate. Michael is glad to facilitate meetings without stipend. Conflict resolution: a necessary thing – have a fund set aside to deal with. Re-allocate some funds to make presidential position more attractive. Keep up with National Farmer's Market info. Food policy council involvement – Michael will probably attend, but might be good to have a GM involved. Is less money going to be attractive to a new GM? Its important to have an officer be involved with the GM so that the GM doesn't take over control.

Alison – Time to re-evaluate the Gm position – what to keep and what to give to officers. How are funds re-allocated? Without strong leadership coming from officers, a GM is needed to function as a figurehead. Agrees that eliminating general promotion is a good idea, although other community organizations and individuals who promote farmer's markets need to get their promotional materials reviewed by MCFARM for continuity. Agrees that an experienced OC member can facilitate meetings. Groups can work toward self-facilitating with time, experience, and training. Grants are happening in the County and they need to continue to happen with MCFARM input, however, leave the bulk of grant writing and project implementation to other community orgs, and to individual market managers who want to take that on.

Angela – would like to keep the redundancy in efforts such as communication and rule interpretation, and conflict resolution. There is \$3,000 more in the general fund beyond what is needed to fund the GM position. Highly supportive of keeping GM, taken load of market managers. Lightens load on Office Manager. VP used to take on general advertising. Supports stipends for officers and market managers. Supports flat fee for market manager, more for year-round markets. Pay for OC members going to meetings – stipend or mileage. Cut grants and promotions and let market managers take those tasks on. Want GM for conflict resolution. Wouldn't work to hire conflict resolution from outside. Need to have the established relationship with the association to make conflict resolution work well.

Committee Recommendation

Consensus was quickly established: Keep the GM position and pair it down to 200-225 hours for a total base salary of \$5,000 plus a \$1400 Operating Budget (reduced from \$2,000). Eliminate grants and general promotion from the GM position.

The committee will ask the membership for authorization of these funds and to approve the General Manager hiring process.

2011 GM Budget – Basis for 2012 Proposal

\$6,600 GM base Salary

\$2,000 Operating Expenses

\$3,000 “extra” in the general fund collected through the \$3 GM fee

\$11,600 Total budget to work with for 2012

2012 proposal

\$6,400 Total for GM

 \$5,000 GM base salary (200-225 hours)

 \$1,400 Operating Expenses

\$2000 OC Meeting Attendance (mileage to participants at State rate)

\$ 750 Annual President Stipend

\$ 250 Annual VP Stipend

\$ 750 GM Hiring Expenses

\$1350 (market manager raises; \$150 x 9 markets)

\$11,500 TOTAL EXPENSES

Next Steps:

Alison will revise job description & contract & email revised draft to OC prior to 1.29 mtg.

Application period open Feb 1 – 21

Feb 22 – 29 Review Applications

1st week March: interviews

Contract start of March 15, 2012 (2 weeks overlap with Alison's contract end date)

New and Existing GM's attend OC Meeting March 18 or 25

Fund contingency fund out of 2011 surplus