



BELLINGHAM FARMERS MARKET

Director's Report

DATE: October 2011
SUBMITTED BY: Caprice Teske, Market Director

- "myDowntown" continues to table each Saturday through October to gather input for downtown planning.
- Attended a meeting about food trucks facilitated by the City of Bellingham and Sustainable Connections. There is much interest in bringing more food trucks to the downtown area and BFM is a natural outlet that folks are inquiring about. Would like to discuss opportunities with the Board before reporting back to the COB on how we may or may not participate in this movement.
- Coordinated and participated in two vendor open houses, one for craft vendors on October 6th and one for farm vendors on Oct. 13th.
- Coordinated an open house for Prepared Food Vendors to take place on October 24th.
- Continue to write and send out a weekly Vendor e-newsletter with financial information, reminders and pertinent policy explanations.
- Celebrated the last Wednesday market by booking three bands to play music all day. We also celebrated Taste WA Day with special after-school sampling provided by Common Threads Farm.
- We continue to receive great mentions in the *Bellingham Herald's*, *Cascadia Weekly*, *Whatcom Locovore*, etc. We are posting these links to our Facebook page to share as well as a new "News" page that we have created on our website.
- Press releases have been distributed to promote our "Still Going Strong" message
- Working on 20th season celebrations and planning for 2012
- Set up meeting with Tom Kunesh from WC Health Dept for November to discuss obstacles to bringing fresh seafood and meats to Market.
- Participated in a Craft meeting to help prepare for the open houses and to discuss creation of a Product Review Panel.
- Have started putting together a sponsorship letter and list of sponsors to reach out to in November. Will be receiving help from Market volunteer, Mary Vermillion, in mailing out inquiry letters and making follow up calls.
- Received word from USDA that the Farmers Market Promotion Program (FMPP) grant that we worked on with Sustainable Connections has been granted. BFM will receive \$17,400 of the \$53,390 grant to help promote Eat Local, increase access to fresh food and educate consumers through Chef Demos for the work from October 2011-September 2013.
- We continue to process WTA Smart Trips coupons.
- Worked with DoubleMRanch to create new merchandise for the winter season and to create a 2012 calendar to go on sale at the end of October.
- In preparation of creating a budget for 2012, I created an EOY projection.
- Met with Rick Alcantara and Christie Tomlin (Membership Committee) to review the winter site map and the Membership Committee's placement decisions.
- Sent out individual emails to all Winter Market participants to explain winter placement process and to notify them of their spaces. There will be 65 vendors in the late season market.
- Preparing applications and materials for 2012.
- Continue to add content to newsletter, including legislative highlights, information on educational opportunities, updates on committee work, etc.
- Sent out a "to do" list for all committees so we are aware of what needs to be accomplished before the end of the season.
- Based on vendor inquiries, worked with DoubleMRanch Designs to create a special vendor jacket that can be purchased at cost. Sent out emails to promote and will continue to promote this option for vendors throughout the rest of the season.
- Reserved Boundary Bay's beer garden for October 29th for a Vendor Almost End of Season party.

- Participated in a Toward Zero Waste meeting at Sustainable Connections to get ideas on how to better promote our recycling. With help from SSC, we are looking into creating Market specific signs for the garbage cans that will easily identify what items can be composted at the Market.
- Spoke with Parking Services to inquire about being able to tow vehicles off the north side of the North shed. They were open to the idea and will send out notification to area businesses and change their signs. This will be implemented on November 1st.
- On behalf of BFM, I attended Sustainable Connection's Thousands of Thanks event, in honor program sponsors.
- Participated in a group interested in creating a film series to promote and educate the community about our food systems. We are looking to create a County-wide film series, showing 1-2 films a month during the months of Jan-Mar. If this series is successful, we may expand series.
- Continue to participate in the Whatcom Farm to School Advisory Council. Product from two of our vendors was used in the Bellingham School District's Taste WA Day lunch, served to over 5,000 participants on 9/28. Through these connections, the District will begin adding these products to their regular menu.
- Will be participating in the Whatcom Food Forum on the afternoon of October 17th.