

Bellingham Farmers Market

Board of Directors Meeting

May 17th 2010

Present: Tom Thornton, Marv Fast, Mike Finger, Azizi Tookas, Rick Wright, Roslyn McNicholl, Betsy Cassell, Ann Russel, Caprice Teske, Erin Boyd, Amy Fontaine, Jenn Mason, Alex Winstead (ex officio)

Absent: Gretchen Woody

April Minutes: Mike Finger moves to approve minutes with corrections, Erin Boyd seconds. All in favor.

March Payables: Tom Thornton moves to approve, Rick Wright seconds. All in favor. Erin Boyd abstains. Next month's check detail will be sent separately to accommodate financials being sent out earlier.

Big Picture Discussion: Strengths and Weaknesses Exercise for Strategic Planning
Strengths: (what we want to keep in the market)

Local small businesses, identity/brand, facility, organization, community and peer support (vendor community), vitality is better than other markets, communication, high quality, community support, political support

Weaknesses: (what we want to improve)

Limited hours and space, parking and accessibility, ambiguous policy and bylaws, lack of strategic plan, communication, perception of market value, access to cash (no ATM), market mix, consistency of vendor product, inability to accommodate new vendors, diversity of customers,

Top three strengths:

High quality, community and political support, support of local businesses, organization

Top three weaknesses:

Customer connivances...parking/accessibility, access to cash and hours, inconsistency of product and market mix

Next Big Picture Discussion: Threats (SWOT Analysis)

Finance Committee:

Members are Tom Thornton, Roslyn McNicholl, Marv Fast, Josh Craft and Caprice Teske (as needed)

Membership Committee: no report

Action item: Creation of liaison position or accountable person for all committees to assure that all issues are responded to promptly.

Vendor attrition:

We have lost 6 vendors (3 crafters and 3 farmers) so far this year, there is a concern about vendor fees/revenue and market mix.

Action Item: Caprice is reviewing current, past and Wednesday vendors to potentially fill the empty stalls at the market.

Processor Committee: no report

Farm Committee: Double stall fees

Action Item: Gretchen Woody will follow up on vendors concerns about double stall fee on a case by case basis. There will be no changes this year, but the issue will be addressed next year.

Craft Committee: Crafters are concerned about reselling of products that have not been created by vendor. Craft and policy and bylaws (along with other committees) are going to work together to look at existing language and help create policy on this topic.

Strategic Plan: Committee continues to work on the SWOT Analysis (strengths, weaknesses, opportunities and threats) in preparation of creating a plan. Jenn Mason and Ann Russell will head up creating a customer survey. We have the opportunity to partner with Sustainable Connections to have Pamela Jull help with analysis and creation of an in-depth survey.

Policy and Bylaws: Reviewing point structure for committee work, committee chairs need to review policy and bylaws and propose any changes that pertain to their committee.

Executive Committee: The letter regarding the creation of a blog for the market has been responded to.

Action Item: Marv Fast will also personally respond to this request, reiterate current policy and communications within the day to day operations of the market, and explain that changes in policy will not be made midseason, but may be considered for the next season.

Directors Report: Reset for Excellence course: looking for someone else to take 30 hour course so Caprice Teske can receive 2 for 1 special. Alex and the board feel it would be beneficial for the markets professional development and future.

Open Comment: Ads are not selling in the Weekly and may not be available for the rest of the season due to lack of vendor interest.

Rick Wright will bring snacks next month

Next Meeting June 21st 2010

Meeting Adjourned 8:04pm