

WCM – April 6th, 2020 Board Meeting Minutes

Monday, April 6th, 2020

Teleconference via Zoom

6:00pm – 8:00pm

In attendance: Kevin Oppermann, Mary White, Diana Murphy, Tasha Bynum, John Shadle, Kristen Kordet and Ben Zimmerman

1. 6:04pm call to order
2. Approve minutes from March 2020 WCM Board meeting
3. Manager & Treasurer's report
 - A) Treasurer's Report:
 - \$38,894.82 Primary
 - \$2,347.86 SNAP
 - \$20,649.26 CDPrimary account includes all stall fees, except for some latecomers.
 - B) Manager's Report:
 1. We are at a moment of decision on how we wish to proceed.
 2. About 6 vendors and customers reached out. Latest from UW-Health is that they will allow the season to continue; however, if a real peak in the cases happens and overwhelms the system, they will designate the digestive clinic as an overflow clinic. Still use the lower and side-lower lot, but not the main lot. They really will work with us to remain open and accommodate things. Will be a week-by-week scenario, and we'll keep checking in to see where they are at. She will reach out beforehand. Regardless of what we decide, she wants us to check in before releasing information to the customer base.
 3. Participated in a web meeting this afternoon about FM that are operating with altered layouts. Some are doing pick-up. Some are doing both, depending on the facilities available. There is hesitation on the "walk up" markets on what will happen when the nice season comes in a month or a month and a half. Seems we have done the thinking about this already.
 4. Ben has not sent in the porta potty payment this year yet. That's a ~\$4k amount of money we don't want to give up until we have to.
4. New Business:
 1. Layout options & General Discussion:
 - Kevin showed the layout for the market. Keep people on the shade side if they are currently on the shade side. Maintained the number of single and double stall tents. Did not go beyond that to place vendors in those outer stall aisles. Fulfill mandate of having 10' of space between each vendor.
 - Mary was concerned about the crowd control and enforcing social distancing. Would we have more people coming if we have more of a drive-up model. We will have this as a park, then walk in. If it's just pick-ups, do people need double stalls. Will produce folks have things out (not bagged)?
 - If we did drive up, this model would be out the window. Would need good flow of traffic through the aisles in order to not block the street. One concern about doing an open air market – if the downtown market is not happening, we could be overrun with people who are not at our market normally. That would make social distancing difficult.
 - Could request one person from the household, space out your visits, etc. If that's not the case, we would have to set up a perimeter around the market and allow certain number of people in at a certain time, like some grocery stores are doing now. Would need volunteers or paid employees to do this work, and then have the rest of the market cordoned off.
 - Kristen thought there may be a collision quickly if vendors are too close.
 - If we become a pre-order market, some vendors will not be able to make that happen – and what do we want to do about that as a market?
 - Kevin – what DCFM is doing is okay for winter, because no one has anything. Kevin said they have an order form on their website, but we have 75-80 items and not many people are going all the way through the form.
 - Kristin – you may not know what you have until Thursday before market.
 - Kevin – hard to manage things from an inventory perspective. Now we're asking vendors to manage that inventory. Constantly looking at the order form, and it's hard to keep up.

- Mary – lots of extra administration with having an order form. We have to change things in order to open, so what are we going to have to change in order to open. Will people feel comfortable coming? What are the mandates for the vendors? Not taking cash is hard, pre-orders are hard, ... I know I have to pre-package stuff, because they won't let me handle the food at the market. Fresh produce is different, but we have to manage the health department and vendors. Health department is fearful of social distancing and cross-contamination. If people are having a shopping experience, and touching produce, and add cash handling to that...
- Kristen – protocols at individual stands are easier to work on rather than a market-level policy. Easy to figure out what works best based on what other folks are doing across the country.
- Kevin – if we made vendors not face one another, then that would be better. But, we're forcing customers to park elsewhere. Some people will need to have the shade of the vehicle or tent – how will that work if we change the layout. Going to the FM is different from going to Target or the grocery store. If those places can be open, then ...
- Ben – PNS and Metro Market are reducing capacity of customers. If that was mandated for us to make the market safe, how would we achieve that? Our market perimeter is very permeable at this point...
- Diana – maybe have people check in at the info tent, then allow that to regulate customer flow.
- Kevin – three options: 1. Drive through market, 2. Updated Y plans, 3. Delay opening.
- Tasha – like delaying a week, but still want to open. Concern about crowd control...will the DCFM customers come to our market? How do you manage crowds.
- Mary – downtown market will only be pick-up. Postponed indefinitely, because the State has the permit for the market. Emailed with Sarah today, and the health department is working with them to find a larger space for pick-up/drive through/no cash situation. Most customers are shared between DCFM and WCM. People are looking for fresh food. People will want to support us. Won't be slammed in April/May when people are still scared of things.
- Kristen – can we have a hybrid model where there are pre-orders and do a loop around the lot?
- Ben – have another model where we just did drive-through, not using the upper lot as a drive through space, but we'd have 30 vendors instead. Can't block traffic on Whitney Way or University Ave. Could have customers come by based on last name.
- Kevin – cancel opening day (4/18). Meet sometime late next week or early next week again to discuss what it would look like to do a drive-through.
- Mary – what if we started out with single stalls for everyone. Would that help? Maybe transition to normal setup in June/July, to get us open as we have more seasonal items.
- Kristen – people selling plants (Koppke's) may be impacted by this. We should ask them what they need in order to operate. Koppke's runs a huge business, but they may decide not to do WCM if it's small.
- Kevin – Koppke's is 2 deep x 2 wide. Huge amount of real estate. Ben, can you reach out to some of those vendors to see what they are thinking?
- Ben – With everyone spaced out (drive through) and weren't able to use the upper lot at all, we'd have space in the lower lot and hillside for 30 single stall vendors. 39 vendors on the spring roster who use 55 stalls. Some could use a single stall for pickups, but spreading out 50 hanging baskets of mums, that gets a lot harder.
- Kevin – can we draw up a map for a drive through and play around with ideas? Don't need a new map for moving info tent to the bottom of the hill, but that is an idea. Reconvene later this week. If we're doing only drive-up, it will be at least a week or two to get things going.
- Kevin can help with setting up the Google Docs for ordering. Lots of vendors will need help with that.
- Ben – DCFM has passed along lots of information on how to set things up. Vendor inquiries increased over the weekend, wanting to know what's up.
- Kevin – Some vendors are looking to join our market, also.
- Kristen – What impact would it be to have staffing to help manage the market on market day?
- Ben – Lose about \$950 a week. Downtown is charging all participating vendors about \$30/day. Hiring someone out is going to run through the money twice as fast.
- Kristen – Short-term logistics of making it work. Need to make an appeal to the vendors. If you want to have the market in the future, please donate the fees to the market. Should play that card as we can.
- Kevin – We should only offer refunds if we cancel an entire session or many markets within a session (4-6 in a session).
- Kristen – Is there a potential scenario of bumping the stalls to the periphery of the lots so that there is a pull-up lane and exit lane?
- Ben – Not on paper...

- Mary – Advocating for the drive-through thing. Can we have a hybrid situation: pre-pay/pre-order and some walk-up with cash.
- Kristen – You bring cash, you put it in a jar – the vendor doesn't charge it, etc. and the money doesn't get redistributed for 5 days in order to have safe handling.
- Ben – a lot of the practices the pickup markets are doing would be good for an open air market. Would be great to know what vendors will be offering each week. Could reduce the amount of time people are spending at the market.
- Kristen – we have manic times because things appear to be in short supply.
- Kevin – To recap, we'll cancel the 18th, think about other potential setups... you could put walk-through in one part of the market and drive-through in another place. Good to reconvene next week to discuss options?
- Ben – In the meantime, I would like to get some word out to the membership about what we're doing, and pass along the message that we're adapting this as we need it to be, and solicit folks to do a pick-up only version? Also share UWEX recommendations on what should be implemented for any type of market.
- Mary – Decide what we're going to do, then do a press release about our intentions.
- Diana – If you are vending and doing a non-cash route, what are you using? I don't have anything set up except cash at this time.

Meeting adjourned due to cut off with Zoom, board members agreed via email for Ben to proceed with following and meet again on Monday, April 13th:

- a one-week delay in opening
- developing a drive thru layout on the map
- Soliciting vendor input regarding what route they will be able to market under/prefer
- sending vendors current safety information that will be utilized