

WCM – November 2019 Board Meeting

Wednesday, November 20th, 2019

6:00pm – 8:00pm

Goodman South Branch Library

Green Room 103

Agenda

1. Call to order

2. Approve minutes from April 2019 WCM Board meeting

3. Manager's/Treasurer's Report

4. New Business:

- Welcome New Board Member, Diana Murphy (Dreamfarm)
- Election of New Board President
- 2019 Season Summary
- 2020 Season Planning Re: UW Health Site
- Initial 2020 Budget Planning

Minutes (DRAFT)
WCM Board Meeting
November 20, 2019
6-8 pm South Madison Library

In Attendance: Ben Zimmerman, Kevin Oppermann, John Shadle, Tasha Bynum, Mary White, Diana Murphy, Barry Orton,

Absent: Cassie Noltnerwyss

Annual Meeting Agenda

1. Call to order – 6:05 pm
2. April 2018 Minutes (Mary/Tasha)
3. Managers/Treasurer's Report
 - a. Treasurer report
 - a.i. Primary Account: \$21079.50
 - a.ii. Snap: \$2416.16
 - a.iii. CD: \$20,586.87
 - a.iii.1. This will renew in April 2020
 - b. Manager report
 - b.i. Only remaining bills are management
 - b.ii. All food share reimbursements will go out this week
 - b.iii. Thank You notes have gone out to EVP
 - b.iv. Preliminary budgetary numbers are in place for discussion tonight
4. Old Business:
5. New Business:
 - a. 2019 Member Meeting
 - a.i. Discussion of rules (cookie bill, additional produce, etc)
 - a.ii. Breakdown of Product Diversity
 - a.ii.1. Kay asked what the percentage of sales are vs percentage of stands? Can the current vendors meet the demand? The group consensus was that produce may or may not include more sales than stalls.
 - b. Welcome New Board Members – Diana Murphy (Dreamfarm)
 - c. Election of New Board President
 - c.i. Nomination and approval of Kevin Oppermann for President (Tasha/Diana)
 - c.ii. Nomination and approval of John Shadle for Secretary (Mary/Tasha)
 - d. 2019 Season Summary

- d.i. Overall, the season was a success. More bad weather days on Saturdays than previous years. Produce vendors hardest hit by bad weather for growing season and ability to
- d.ii. Lower food share dollars this year – Double Dollar program was cut short due to lower funding (no federal grants available). Peak of 2017 and declined the last two years due to limited funding of Double Dollar program. Last 8 weeks didn't have the double dollar program available.
- d.iii. Customer feedback: beginning of 2019, lots of discussions/comments on produce vendors not being present. Social media campaign was also more successful this year than in previous years.
- d.iv. Music at 80% of the markets from 4 different groups, Science is Fun attended multiple markets.
- e. 2020 Season Planning Re: UW Health Site
 - e.i. Agreement should be ready by the end of the week. No plans for any further development at this location presently. We continue to have a good relationship with the alder for this district and would know about any development plans or needs to change
- f. Initial 2020 Budget Planning
 - f.i. 2019 came under budget with a negative balance of \$1318 vs a budgeted loss of \$2735. Three more full-time vendors would result in a positive net at the end of the year.
 - f.ii. Most expense items should be the same as 2019. Items with significant changes:
 - f.ii.1. \$0 – Wix (two year subscription purchased in 2019)
 - f.ii.2. \$600 – FoodShare program (less use results in less fees)
 - f.ii.3. All other changes were minor
 - f.iii. Kevin to send out email to discuss Ben's compensation
 - f.iv. Ben to send out next meeting dates

6. Adjourn (Diana/Mary) – 7:30 pm

Upcoming Duty Calendar

December – update rules, etc

January – finalize rules and application packet

February – only needed if issues/final updates to rules and applications

March – jurying applications

April – review any last issues before the market season begins