

WCM – December 2020 Board Meeting Minutes (DRAFT)

Thursday, December 17th, 2020

6:00pm – 8:00pm

Teleconference via Zoom

Present: Kevin, Tasha, Diana, John, Mary, and Ben.

1. Meeting called to order at 6:05pm.
2. Approve minutes from November 2020 meeting (1st?/2nd?)
3. Treasurer's/Manager's Report:

Treasurer's report

Primary \$15,351

SNAP \$1,072 (still have one check from Comm. Action Coalition)

Savings \$20,649 (renews in October)

PPP \$4902

Manager's Report (Ben)

Double Dollars checks have all gone out.

The 2021 application work is underway, and any rule changes will be incorporated to the app.

We had trouble getting the final daily vendor payment from Stepping Out Foods. They have been contacted over four times, and we are still waiting on the check. Ben noted that this is the first time in 9 years that he has had to give more than one reminder to send in payment.

There are no updates from Barry, as the most recent Hill Farms meeting was in July.

Otherwise, we are ready to go, and review changes for 2021.

Kevin asked if the PPP paperwork has been submitted to have the loan forgiven. Ben stated that BMO is suggesting to get started on the reimbursement process, but it may change, as folks who got less than \$150k may have expedited forgiveness of their loans. There is no end of the year deadline, because the first payment is not due for another year or year and a half. Tasha stated that she has received emails from BMO stating that ppl with < \$150k wait until January to submit their paperwork, and Ben stated that he is hopeful that we will not have to pay the money back. Currently, the PPP money has not been transferred to the primary account, but he plans on doing so by the end of the year.

Mary asked for the expected balance for the primary account at the beginning of the season, and Ben stated that it should be around \$10k or \$11k before we start adding funds to it from member fess. He stated that that was about where we were last year, as well.

There was a discussion about expanding the number of vendors. Mary asked about expanding number of vendors, and Ben stated that we could add maybe up to 8 (single stalls). There are more issues adding spaces on the upper lot, because of the curb planters; the lower lot could be expanded to have an additional 1-2 slots per row, especially if we decrease the space between stalls from 11' to 8'. Having 11' was good because some vendors with substantial crew used the space between.

Diana asked if there was a max number of vendors we were allowed to have, and Ben said that he did not think there was. Ben further clarified and stated that initially, we talked about having 55-60 members, but that doesn't pin us to a number of vendors. The footprint is way above any customer size limitation that we might face.

Mary suggested that we can count on having extra income from additional vendors for budgeting because we were successful this past year, and there should be high demand to fill new spaces. Ben stated that we had a lot of people interested in joining WCM. He stated that we should consider what products balance out the market. John asked about any additional costs by having more vendors, and Ben said that any additional vendors would not affect insurance rates or other costs and it would just be additional income.

4. Old Business: Budget Review

Ben began the budget review process by stating that the accountant, bookkeeping, DOR, and meeting expenses should be the same. The cost of the PortaSan may increase some (maybe to \$4100 or \$4050). If we consider adding weeks to the market, then that would affect the PortaSan cost, as well. Like this year, there will be no coffee/water next year.

Insurance should be about \$1100 or \$1150. An audit has been completed, so there are no major adjustments to the plan. Postage is expected to be the same, as well as office materials and PO Box rental. Operating costs did decrease a little bit, and FoodShare Program costs should be around \$600. We are assuming that the Dane Buy Local price will be the same.

With regard to relocation, we do not need any promotion. Because relocation is not likely, we do not need a high budget line for Barry's work. As stated, there has been no action on the Madison Yards project since July 2020. Ben recommends Barry's budget line should be between \$200 and \$400 for next year. Ben is unsure how the project will move forward, but he thinks that we might need Barry at 3-4 meetings.

Ben stated that it would be great to have 1 contract worker, but sometimes have 2 to help with set up first thing in the morning (first 4 hours). It would also be good to have extra contractor coverage for when Ben is out after the baby is born. Previously we paid \$15/hour for contractor services.

Kevin said that we should assume costs will be \$100 for other supplies, then he asked about the weekly drawing. Ben said that the weekly drawing used to be a way to get people on the email list; however, maybe the drawing is not needed any more. Ben suggested transferring these funds to other customer promotions.

Kevin suggested keeping social media ads, but asked about funding market events? Ben said that the market events are not to bring people to the market, but are funded more as a "thank you" for the people coming to the market.

We may end up doing the screen printing event, depending on Covid, so perhaps we should leave this line at \$200 or \$250. Kevin stated that we don't have to spend the money if we don't want to.

Ben said we don't need new signs since we did a lot this year.

Kevin asked about promo gear like the tote bags, and Mary suggested putting that item at \$0 to see if we have extra money after looking at other budget items.

Kevin mentioned that posters and handbills are put at brick and mortar stores, and that it's probably not worth doing at this point due to Covid shopping restrictions and challenges.

Ben stated that none of our traditional volunteers participated in 2020. There was a "volunteer" who was paid by Willy Street on occasion, however. Kevin stated that we should leave in money to "appreciate" someone if we get a volunteer, though.

Ben - \$2695 accounted for 49 members of the market, including 2 people who never vended throughout the season. If we added 4-8 market spaces ... I think we should not increase this beyond 55 or so.

Mary - Market dues are \$55, and \$545 for a single stall?

Ben - Single is \$500. Double is \$1000. And Dues are \$55. About ¼ will have double stalls.

Haven't changed stall fees since 2018.

If we increase to \$550 for single stall

Kevin - If we increase to 65 stalls, we need \$51.43, that's only \$1.70/day

Mary - Let's increase it by \$50/stall (to \$550 single/\$1100 double).

Ben - we set the numbers now, and everyone will be willing to spend more money instead of adding vendors who are in competition with one another. Better take care of it now, instead of squabbling over it later.

Kevin - We had the best market in Madison, and anywhere else around.

Kevin - Any other expenses that are out of whack? Anything else?

Move to approve budget & stall fee increase of \$50 for single stall \$100 for double (Diana, Tasha 2nd) - Unanimous to pass

5. New Business: Rules Discussion/Proposed Changes for 2021 Season

Ben state that there should be no big changes to put in for rules. We don't need to deeply codify the COVID protocols, as long as we keep folks aware of how we expect them to behave at the market. No vendors asking for anything specific about rules.

Kevin asked if we took out the statement about double stalls, and Ben confirmed that it says we can only fulfill requests when space is available.

Ben said that he is anticipating at least 1-2 more coffee vendor requests for 2021. Historically we have not had anyone selling beans, since there was a non-compete clause with the vendor in the building (Metcalf's). When we moved to U-Row, we have been "good neighbors" to EVP by not selling, but nothing has been formalized. This past season EVP did not open up until June, but we couldn't take advantage of free coffee from them because Dane Co. Public Health said we couldn't. Ben reached out to Tracy to thank them for the support. The two potential coffee vendors are Cadence Cold Brew and Bryant Family Farm.

Ben anticipates that some hemp farmers will want to sell infused products with CBD. Seems like it's "pretty regular" in the market. Diana mentioned that at one point it was a State ruling that you couldn't sell CBD infused products. Ben mentioned that Flyte Family Farms had ability to sell flower, but never did.

Kevin asked if we wanted to extend the duration of the market, as DCFM has opened 1 week at the beginning, and 1 at the end, longer. Mary stated that it seemed like DCFM was pushing the limits of the climate sometimes. Diana concurred, stating that it can be really bad weather that first week in April, and we have lucked out in November, so she could go either way. Kevin suggested that we could wait until the week before our traditional market start date, then decide to have market if we want to. Ben suggested that we gauge interest once applications are sent out, while Kevin suggested that we gauge interest on the application form.

Ben said he will finish up the application and send it out within the week before meeting, and we could just approve the application over email.

Ben reminded us that we do need to set up the annual membership meeting (virtual) this year. There is no obligation to meet in February for a business meeting beyond the annual membership meeting.

Adjourned at 6:59pm