

WCM Annual Meeting Minutes 1 15/20

In Attendance: Mary White, Kevin Oppermann, Tasha Bynum, Diana Murphy, Ben Zimmerman, Kari Landis & Kristen Kordet

Called to order 6:15pm

2018 Annual Meeting minutes approved (Mary, Tasha)

Manager's Report

- FoodShare dollars down \$3600—Contributing factors: Fed funding cuts and Double Dollars program ran out of funds
- There may be some local fundraising for DD Program in the future to keep it going
- Market Events were successful and well attended
- Reminder that 2020 is an election year, and no political activity is allow on the site
- Thanks to vendors for donating to events and activities
- Overall positive season, but plenty of bad weather markets
- Market site is approved for 2020 but still year by year
- Hill Farms site redevelopment continues, will have Whole Foods as a cornerstone. There is a community input meeting coming up that Ben, Barry and Board members plan to attend.
- Financials:
 - Primary \$16,214.54
 - SNAP \$2,407.80
 - Savings CD \$20,568.87 (Will renew April 20, 2020)

Welcome to new Board Member: Diana Murphy of Dreamfarm!

New Business:

- Ben presented survey results from Product Diversity and Representation survey
- Kristen and Tasha (veg growers present) agreed that the market needs more vegetables and agreed that the subgroups highlighted in the survey met their impressions: root crops, greens, storage vegetables.

- Ben will reach out to current vegetable growers at the market to see whether needs can be met by current growers' plans for expansion. It may make sense to hold a vegetable growers meeting to discuss the issue before application time. Based on market needs and vendor feedback, the board will decide whether to accept any additional vegetable growers for 2020.
- Mushrooms are a specialty item—Kari mentioned that her business would be significantly compromised if another grower entered.
- There was a discussion of the bakery product mix—Cress Springs was no longer a vendor this year, but it appeared that Madison Sourdough scaled up to meet that need. Honey Bee moved their focus to pastries after Cress Springs began vending years ago, and no longer relies on bread sales.
- Cheese vendor mix—the survey highlighted a need for more diverse hard cheese of the type Edelweiss used to sell.
- Interest in more consistent fermented food vendor and value-added products.
- Ben will send a version of the survey to the market's email list to solicit customer feedback on market mix.

Member Forum

- Kristen (Blue Moon) would like to start a plastic bag reduction effort with signage that vendors can use, a bag station at the Info tent to swap reusable bags (people can bring surplus reusable bags, others can take one if they forget, etc)

Meeting Adjourned at 7:35