

December 18, 2019

WCM Board Meeting Minutes

Madison Public Library – Goodman South Madison Branch, Aqua Room

Present: Tasha Bynum, Diana Murphy, Kevin Oppermann, John Shadle, Mary White, Ben Zimmerman, Tim Zander

Absent: None

Agenda

1. Call to order (6:03pm)
2. Approve minutes from November 2019 WCM Board meeting
Motion to approve the minutes from the November 2019 meeting (Tasha second). Mary asked about having more “sales than stalls” (5.a.ii.1.), and Tasha stated that we’d have a meeting about that. It was suggested that the minutes be corrected to read “may or may not include more sales than stalls” (5.a.ii.1.). Passed as amended
3. Manager’s/Treasurer’s report
 - a. Treasurer’s report
Primary Account: \$18,070.29
SNAP Account: \$2,391.78
Savings CD: \$ 20,586.87 (Renews April, 2020)
 - b. Ben announced that we (more or less) “officially” have UW Health approval for 2020 (once all documents are signed).
 - c. January membership/board meeting is set for Willy Street West (6pm-9pm) on Wednesday, January 15, 2020 in the community room. The membership meeting will occur first, then the board meeting.
 - d. In advance of the membership/board meeting, Ben will send out notice to all members to request their attendance, as we plan to discuss product representation. Ben will also send out a survey for vendors to ask about preferences for “How is produce represented? How is cheese represented? (etc.)”
 - e. Ben stated that the draft 2020 rule and app packet is ready to review.
4. Old business
 - a. Budget planning
 - a.i. Kevin sent updated salary information to Ben, and thanked the board members for input on the topic.
 - a.ii. The updated (draft) budget was distributed to all in attendance.
 - a.iii. Changes were suggested for the line items related to Barry Orton’s services and promotional gear (in the form of new tote bags)

- a.iii.1. Mary proposed that Barry's serviced be changed to \$250 or \$200 because the site for 2020 has been secured. The board agreed that \$200 for Barry was feasible.
- a.iii.2. Ben provided historical information about the recent purchase and sale of market totes. Totes were last purchased in 2017 for \$165 for 150 pre-printed polypropylene totes. Purchasing the same quality/type now would be in the range of \$225 per 150. Blank "budget" totes would be \$80-\$100 for 100; blank canvas totes would be \$120-\$125 per 100. Least expensive pre-printed totes would be \$225 per 100. Nice pre-printed canvas totes would be ~\$400 for 100. It was stated that if we can screen print them, then it would be more affordable. Kevin asked if there would be a screen printing event at some point, which the board members supported. Ben suggested possibly screen printing about 50 totes himself to have on hand, then having an event at a later point. Mary noted that the totes are only thing we're doing for promotion of the market, except for social media.
The board suggested that we approve \$400 to cover cost of 100 bags, plus paint, and screens. Ben noted that we already have one screen burned, and some ink. As needs arise, we can buy ink to replenish our supply at around \$15 per bottle.
- a.iv. Ben announced that the WCM was invited to participate in survey of Food Share programs in the state (through UWM). Questions asked included "What is everyone using?" and "What is most cost-efficient?" Ben stated that there may be a better option than what we're using, and we have a chance to update the systems because we have a new board president. This may decrease the \$600 budget line for the Food Share Program.
- a.v. Diana asked about removing the porta potty. Ben said that UW Health may not allow us to be there without the potty. EVP closes at noon. Also, EVP is somewhat far away from the west side of the market and we don't want to depend on EVP for toileting.
- a.vi. Mary offered a concern that we should ensure we are having a full market, because of our budget expenses being ~\$3k more than income at the moment. It was suggested that we discuss ratios/percentages of types of vendors at the annual meeting. Ben indicated that the market had taken in extra money in anticipation of moving/changing locations, but we haven't had to use that money. So, we should be spending down the money for market use.
Kevin pointed out that we have about \$35,000 in cash, and asked how much we need to save for moving/challenges expenses? Seems like we're sitting on a lot of money, doing nothing. Do we have 7 stalls or stall expansions we want to look at (~\$3,500 in excess expenses).
Mary distributed information about the market (recruiting vendors for 2020) to Chris Brockel at the FEED Kitchens on the north side of town. She stated that it was good to recruit new vendors now instead of waiting to spring, so vendors can plan. This should help us find the additional 3-4 vendors for the full year to help with increased expenses.
- a.vii. It was pointed out that on the application, it says you can apply for a double stall, but there is no guarantee that you will get one. Maybe good to soften that language (Kevin). Ben suggested that in the introductory letter we could state that "if you're interested in a double stall, apply for it now".
- a.viii. Raising fees was mentioned, but we were reminded that fees were just raised last year. Perhaps, in the future, we could increase as a percentage each year to cover proportionally increasing expenses.

Kevin said that this is the only market he does that you have to pay up front – way up front. But, he still likes the way we do it (as opposed to giving vendors a discount for paying early, or waiting to pay until the day of the first market, etc.)

- a.ix. Mary suggested reaching out to other vendors and inviting (and re-inviting) them. Some people she's seeing at the Milwaukee market have disappeared – like, the almond spread guy.

Ben suggested that it might be worth handing out information about the market at the January meeting, and giving out flyers at Garver Feed Mill.

- a.x. Kevin suggested adding \$2k to stall fees to be \$32.5k
- a.xi. Ben suggested setting dues to \$3k
- a.xii. Kevin suggested setting \$1k for daily stalls
- a.xiii. As it stands after these changes, there will be \$36,700 in revenue, which leaves a projected deficit of \$838
- a.xiv. John suggested looking at BankRate.com to find a CD with a better rate, and perhaps moving a portion (\$5k?) of our cash balance into the new CD. Ben stated that we have until April 2020 to decide about renewing the CD.

5. New Business

a. Rules Discussion / Proposed Changes for 2020

Ben distributed 2020 Rules (Draft) and indicated that the changes are mostly limited to changes in contact information.

a.i. Discussion about required insurance for market members

Mary spoke with Sarah (from Dane Co. FM) about insurance, and asked the question of the board if we want to request proof of insurance from all vendors. As it is stated now, we only “strongly encourage” as they are responsible for their own liability. It was stated that about half of the vendors submit insurance information, and those are the ones that sell potentially hazardous food.

Ben researched insurance coverage issues with the Farmers' Market Coalition, and found out that more markets are trending with requiring insurance, but it's not universal. Insurance is more of a way to protect the reputation of the market, and generally, smaller markets don't require product liability insurance.

Ben stated that the market's insurance would cover a customer's vehicle rolling into another vehicle.

Mary suggested changing the wording of “encourages” to “requires” for personal liability insurance. Kevin moved and Tasha seconded this proposal.

a.ii. Kevin suggested adding additional rules for bakeries under section 8.14.

As background, Ben stated that the “pickle bill” was passed in order to allow farmers to add products to their product lineup; the “cookie bill” was passed more to help small startup businesses get going.

Deb Deacon from Wisc. FM Coalition said the “cookie bill” was aimed mostly at rural areas where home bakers were selling small amounts of goods.

The suggested language was added to the rules under 8.14 d. that “All baked goods must be made in a licensed facility.”

a.iii. Kevin suggested that the rule 7.16 be added to state “Smoking is prohibited on market grounds. Vendors must leave market site if wishing to smoke.”

a.iv. Discussion ended on the rules changes, and the board will approve rules changes at the January 2020 meeting

b. Bylaws changes

- b.i. Kevin suggested changing the bylaws to require all board members be present at the annual jurying meeting.

The following language was read and approved to be added under section 4.6 “4.6.x Vendor Selection Process – During the meeting of the board of directors to select the vendors for the upcoming season, all directors must be present unless the market manager receives written notification of a board member’s absence with consent to proceed.” The motion was made by Kevin and seconded by Mary to accept the change.

- b.ii. Mary proposed tabling the discussion of adding any explicit statement about percentages of market vendors representing certain sectors until the next meeting.

6. Adjourn

7:28pm