

WCM Board Meeting Minutes

November 18, 2020

Teleconference via Zoom

1. Call to Order – 6:17pm

1. Present: Ben, Kevin, John, Tasha, Diana

2. Absent: Mary

2. Approve minutes from April 21st Board Meeting

1. Diana moves to approve the minutes; Tasha seconds

2. Passes unanimously

3. Manager's/Treasurer's Report

1. Account balances

Primary \$18,643.14 SNAP \$5,467.67 (Expecting a final vendor payout of ~\$5,300 and payment of ~\$2,500) CD \$20,649.26 (matures October 8, 2021) PPP \$4,902

2. Kevin asked for clarification about the PPP funds and if they were already used or not (for payroll, health stipend, etc.). Ben stated that he is waiting to hear back from BMO Harris about the possibility of repayment forgiveness, which is expected.

3. Ben stated that the budget is ready to be reviewed (next agenda item), and that the insurance renewal will be done by the end of December.

4. The 2021 facility agreement with UW Health has been signed by both parties and is in hand. Agreement is for 31 market days (typically, we have 30 market days). Overall, UW Health was very pleased with the WCM presence and the way we handled the market.

5. Ben applied for a \$1,000 Compeer grant in early October (deadline is mid-November) and we should hear in 4-6 weeks. One vendor is a Compeer member (JenEhr) and will likely put in a good word for WCM.

4. New Business

a. Season Review

Overall, a success. Everything varied vendor by vendor, but Ben had 4 dozen people who said that they were happy with the market this year on the last day of the market, and many before that. He has received about a dozen emails so far, too. Some vendors have said it was one of their best years ever. "This is like the only normal thing I do all week." was a response that was common among market goers.

1. No COVID cases tied to the market. Our safety setup worked!

2. Wisconsin FM Association stopped at the beginning and end of the season.

Thanked us for running a good market, and the way we ran our market was shared throughout the state. UW Health was pleased; thanked us for running it safely. Paul Linhart, CEO of Krupp Construction, said WCM is a really good asset for the University Row community. He wants to see us as a "permanent fixture" beyond 2021.

iii. Food Share Double Dollars program did much better than last year. Up about \$3k in total sales. Before this year started, we had to find a new card processor – the one we used before was bought out/reconsolidated/etc. and our 2 y.o. machinery was obsolete. Went with Healthy Ways / World Pay and bought new equipment, similar to a smart phone based technology. It was

bought out of pocket, and we got a \$900 grant from Willy Street Coop to cover

the startup fees (this was applied for by Ben!). iv. Not much higher traffic, but higher sale points for Food

Share. Ended up

about \$14,600. Had \$19k in 2017 (highest ever). v. Had 2 vendors that did not return from 2019 to 2020

1. 2.

West Star farms (sold at a greenhouse instead, wanted to still support the market, hoping to be back next year). Door Co. Fruit got a deal to sell at Willy Street, so they decided not to do WCM because they didn't have market on the Square to go to. Incredible amount of interest in vendors for next year (2021). Starting

vi. mid-September onwards, people start showing up, asking about applying. This is 3-4 times as many people as most years. Considering what openings we may/may not have, we should have a good selection as far as product diversity.020 Budget Review & Tasks for 2021

b. Budget Planning Ben stated that we should only end up slightly above what we had for payroll, and the health stipend should stay the same. Saved \$10 on licensing fees. Used full meeting expenses. Saved some money on portapotty, since we started 2 weeks late. Coffee/water/trash was \$0, because trash bags were operating costs for COVID. Insurance renewal was higher than anticipated. Just under \$100 for office expenses. Post Office went up \$13. Need to get some more stamps – but probably not that many. Food Share program costs was \$407.32. Nice thing about new provider is monthly costs will be less. Fees are lower, overall. More accustomed to working with smaller organizations. Dane Co. Buy Local stayed the same. Did spend more for Barry since he went to some meetings for Madison Yards project. Not sure what the status of the Madison Yards project is, given the pandemic. Pre-approved \$5k for emergency spending. Spent about \$4k for contract workers (Joseph every week, Claire for first 10 weeks). Ben said it was really beneficial to have someone there at setup and teardown and sometimes during the middle. Helped getting the lines set up in the morning, and at the end of the day. Benefited a lot from having a volunteer from Willy Street to help out with Food Share. Allowed Ben to walk out to deal with situations at the market. Ideally won't need to have full complement of help for set up in 2021, but it would be helpful to have help at the beginning of the season. Spent about \$700 on startup costs of setup (tables, handwash station stuff). Hopefully selling the unneeded hand washing station supplies on eBay. Will have to continue buying soap, paper towels, chalk, masks, etc. Didn't do the weekly drawing or events per Dane Co. regulations. No expenses for volunteer appreciation this year. Spent \$73 for facebook and Instagram ads. Got closer to \$50 in free advertisement.

Did spend the full \$5k or a little above what we had planned. Market dues and stall fees were under target – maybe our target numbers were not realistic. Did well with daily market fees, though. Lots of folks filing in the gap spaces throughout the season.

One refund, which was approved in April. Still have PPP of \$4,900.

Did request a refund from Wisconsin DWD for overpayment of \$2,500 in fees from 2014 to present. Requested at the end of October, so we may not see it for a while (early 2021?).

Some Food Share program donations were received, and one anonymous vendor donated \$1,000 towards operating costs.

1. Diana asked for clarification about DWD payment, and Ben stated that it was for overpayment of unemployment fees.
2. Kevin asked about budgeting for market stall fees. Ben said we thought we'd fill more vendors. Looking forward, we should target numbers to look more like actual 2020 numbers. We could shorten distance to 8 feet between vendors, which would allow us to add a few stalls. May give us more space for new vendors, as well as those who will return
3. Tasks to complete before December a. Need to discuss payroll and stipend changes. Kevin will send out an email about health stipend and payroll. b. COVID expense wise, we should consider how we will handle setup (good to have someone from 6am-10am) and work with

volunteers.

4. Other considerations for the 2021 season planning/budgeting

a. Claire (Ben's wife) is due at the end of April 2021 with child. May need additional help to cover 2-3 weeks of market day help – most things are pretty minimal. May need 20-25 hours (bare minimum) to help with that time. Ben's friend, Joseph, has helped in the past, but we should also plan on hiring someone else to replace Joseph, as his availability may be different in 2021.

b. Until we get the all clear to go back to normal, we can conservatively budget for the stuff we didn't pay for this year, or forego it. Most other costs will be similar to 2020 with slight increase in certain things. Biggest question before we send out applications is a possible increase to market stall fees either all at once, or over the course of several years.

c. We won't have PPP opportunity, but I will be looking for grants until things are back to normal.

zd. Kevin asked about the cost of extra help for the market, and Ben stated that he paid for volunteers at the rate of \$105 for 7 hours of work.

5. Quick discussion about length of market. We have typically had 30 market days, but the DCFM expanded to 32 market days (1 extra at the beginning and end). Ben said it should not be an issue to add more weeks, if we wanted to do so – especially since we have approval for 31 weeks from UW Health. For the budget, we do need to consider that it is \$130/week for the portapotty. Kevin suggested adding weeks, especially if DCFM does not happen in 2021.

5. Old Business a. Partial refund request from County Line Plants & Produce

i. Vendor wants refund for 16 weeks (at the beginning of the season) they did not vend for their double spot.

ii. All present board members decided against the refund. Kevin will contact the vendor to inform them of the decision.

6. Adjourn

1. John moved to adjourn; Diana seconded.

2. Adjourned at 7:13pm.