

## **Spencer Creek Growers Market Board Meeting Minutes**

### **Held on March 1st, 2019 at Marilyn & Dave Yordy's home on Fox Hollow Rd**

In attendance:

Glenn Harden, Co-Founder, acting President and Webmaster  
Genie Harden, Co-Founder and Membership Coordinator  
Rachel Marcotte, Treasurer and Music Coordinator  
Dave Yordy, Grange Liaison  
Tessa McCusker, Publicity Czar  
Andrea Turner, Children's Activities Coordinator  
Chris Sherman, Farm Outreach and Recruitment Coordinator  
Marie Sherman, vendor

Absent:

Maureen Hudson, Neighborhood Liaison and Vendor Parking Czarina  
Kelly Townsend, Signage Coordinator  
Zoe Shaheen, Documentarian  
Tracy Waterbury, Site Map Advisor  
Pam Schmeiding, Special Events Coordinator  
Michael Neukirchen, Market Set-up Coordinator

7 of 13 board members were present, which constitutes a quorum.

## **Board Member and Committee Reports**

### **Treasurer's Report**

- Rachel reports that our bank balance as of the last statement was \$2617.90

### **Membership Report**

- Incentives for joining the market was discussed. Genie will continue to offer free lunch coupons for members who have attended 6 markets. One of the upcoming incentives will be the availability of content-rich community forums and other member-only features available on our website.

### **Website Report**

- Current site functionality allows for new members to join and pay by credit card in addition to mailing in a check or paying in person at the market. Current members are also able to review and update their profiles. Renewals of existing or expired membership are currently under development.

## Publicity Report

- Tessa led a discussion on the creation, printing and distribution of a color poster advertising our two (or possibly three) markets. Marie designed and showed us all a mock-up of an attractive color poster. Vistaprint was mentioned as a low-cost option for printing. It was agreed that we would allocate more money for posters (see Budget).
- Placing a paid advertisement on Facebook was discussed. This low-cost advertising option would reach many potential customers who are frequent users of Facebook.

## Children's Activities Report

- Andrea will be reaching out to Twin Oaks School Association to promote the Farmers' Market Coalition's Power of Produce club program at our markets.

## Farm Outreach and Recruitment Report

- Glenn will be providing Chris with a list of all produce vendors, past and present. The group discussed the importance of reaching out all of our produce vendors, past and present, including larger farms who sold at our market in the past (e.g., Laughing Salad Farm, Blue Heron Ranch, L'Etoile Farm, etc.)

## Budget Discussion

- The board discussed Genie's "Have it All Budget" and decided the following:
  1. Allocate \$1300 between the EDDM mailing and a color poster.
  2. Increase Churchill Set up funding from \$300 to \$500.
  3. Remaining estimates to stand as originally proposed by Genie.

## New Business

### Site Selection Committee: Churchill Market update

- The board voted to hold the Churchill Market on Tuesdays.

### Seed Swap & Plant Sale Potluck / Membership Meeting: planning

- A committee was formed to facilitate planning for the "Spring Thing" on April 6<sup>th</sup>.
- Committee members are:

## Announcements and other Business

No announcements or other business was raised or discussed.