

AFMC
Regular Board Meeting – Meeting Minutes
April 7, 2013
12:00 P.M. Morrisonville Town Hall

CALL TO ORDER: Dick Crawford called the meeting to order at 12:10 p.m. at the Morrisonville Town Hall.

ATTENDING: Jo Ellen Saumier, Adam Hainer, Dick Crawford, Jane Desotelle, Christine McAuliffe, Vicky Lesniak, Bernadette Logozar, Linda Therrien, Tony Corwin, Lora Hohn, Donnie Jackson, Dana Pashow Bonnie Gonyo, Jim Dugan, Ellen Beberman, John Eick and Janet Burl

ABSENT: Gina Agoney

MINUTES: Jo Ellen moved and Linda seconded to accept the February 10, 2013 meeting minutes. All were in favor and minutes were accepted as written.

TREASURER’S REPORT: Jo Ellen Saumier went over the Treasurer’s report. She reported that 56 members had signed up. The Treasurer’s Report was accepted with thanks.

EXECUTIVE DIRECTOR’S REPORT: Jane Desotelle
Jane attended the ADK Harvest meeting in Tupper Lake.
She is collecting photographs from Farmers’ Market Managers.
Bonnie moved to accept the Executive Director’s Report and Tony seconded. The motion was passed.

OLD BUSINESS:

Vendor Limits at Markets: Jo Ellen presented an analysis of the Keene Farmers’ Market. The number of vendors has steadily increased and according to her chart, a drop in individual vendor sales is related to the increased number of vendors and booths. This market has grown considerably. One possible solution to this is to limit vendors and AFMC has partially resolved this by limiting the number of vendor spaces in AFMC markets. Jo Ellen suggested that AFMC consider limiting spaces at Keene. This consideration would be based not only on decreased vendor sales, but also due to the airport runway at Marcy Field.

CSA pickups at AFMC Farmers’ Market: At the February 10, 2013 AFMC Board meeting a motion was made to disallow CSA pickups at the market. The motion was as follows:

After some discussion, a motion was made by Kim and seconded by Chris that AFMC do not allow CSA distribution at AFMC Farmers’ Markets. A vote was taken and there were 5 for the motion and 1 opposed. The motion was carried.

Jo Ellen moved and Adam seconded that AFMC rescind the above motion that disallowed CSA pickups at AFMC Farmers' Markets.

Nine board members approved the motion and 1 member was opposed. The motion to disallow CSA pickups was rescinded from the February 10, meeting.

Jo Ellen moved and Tony seconded that AFMC allow CSA pickups at markets as long as the farmer has a vendor booth and presence at the market. There was some discussion of this and a vote was taken. Six board members approved the motion and four opposed. The motion was carried.

70/30 Rule: The 70/30 rule that AFMC currently lists in the Rules and Regulations approved by the Board on March 21, 2010 states:

#6: Each vendor is required to bring to market and have a display volume consisting of not less than 70% items produced directly by the vendor, the vendor's family, the vendor's employees or other AFMC vendors as long as the product is produced by that vendor. Exceptions to this rule, in the event of extenuating circumstances, must be approved by the Board of Directors.

Chris would like to see this rule enforced. Jo Ellen said that the sign-up sheets have changed and require more documentation and this should make the 70/30 rule more enforceable. Dick reminded the Board that a complaint needs to be put in writing, signed and given to the Market Manager to present to the Board.

Product labeling was also discussed. The AFMC Rules also state:

#8: We require that any item not produced by the vendor, the vendor's family or the vendor's employees be labeled with the producer and place of origin. If the item's packaging already displays this information the vendor is not required to make additional signage.

Ellen moved and Chris seconded that AFMC keep the 70/30 rule. Any 30% product brought in should be separated from the producer's own product and clearly labeled as stated in AFMC Rules #6 and #8. The motion was approved unanimously.

Website: Adam motioned and Linda seconded that Dan Rivera work with Vicky on updating and improving the AFMC website www.adirondackfarmersmarket.com. The motion was carried.

Farm Inspection Program: Jane discussed the need for farm inspections. More information is needed and Jo Ellen will report back to the board on this topic.

NPCR.org: The AFMC Board needs to appoint a spokesperson. There have been situations where we need to be able to state our position publicly. Linda motioned and Bonnie seconded that Jo Ellen and Dick be the spokespersons for AFMC. Any questions

need to be redirected to them to address. The motion was carried. Jo Ellen and Dick agreed to immediately work on a press release.

Roster: Linda put together on MS Word, a vendor list that lists vendor and farm names as well as other important information. This input was appreciated and Vicky, as Secretary is responsible for maintaining the vendor list.

NEW BUSINESS:

Market Manager Conference: Jo Ellen discussed the Market Manager Conference that she and Janet attended. Among the many interesting topics presented were the new Food Safety Standards. Cornell Extension is willing to help Farmers with any food safety issues. Some questions she addressed were that herbs grown in the garden or gathered in the wild must be processed in a 20C kitchen. Repackaging already processed herbs can be done in a home kitchen. Also, the home inspection process has been changed. Jo Ellen has also been elected Vice President of the New York Farmers' Market Federation.

Member Notification: A form should be given to Gina to send out to members that they have been accepted. This will be discussed by the Membership Committee at the next meeting.

Market Manager and Executive Director contracts were presented to Market Managers. Adam moved and Bonnie seconded that Jane Desotelle continue to be the Executive Director. The motion was carried.

Jo Ellen moved and Chris seconded that Market Manager contracts be accepted. The motion was carried.

NEXT MEETING DATE: The next Board Meeting will be April 20, 2013 at 10:00 a.m. at the Morrisonville Town Hall. The Membership Committee will be meeting at 9:30 on April 20, 2013.

ADJOURNMENT: Meeting was adjourned at 2:57 p.m.

Minutes respectfully submitted
Victoria Lesniak, Secretary

