

AFMC
Regular Board Meeting – Meeting Minutes
January 13, 2013
12:00 P.M. Morrisonville Town Hall

CALL TO ORDER: Dick Crawford called the meeting to order at 12:20 p.m. at the Morrisonville Town Hall.

ATTENDING: Lorna Hohn, Deb Mills, Jo Ellen Saumier, Gina Agoney, Lora Hohn, Dick Crawford, Jane Desotelle, Ellen Beberman, Lucien Lesniak, Linda Therrien, Christine McAuliffe, Vicky Lesniak, Jackie Viestenz, Kim Richey, Bonnie Gonyo and Cathy Sprague

ABSENT: Jim Dugan, Ken Gadway

MINUTES: Jo Ellen moved and Bonnie seconded to accept the October 28, 2012 meeting minutes. All were in favor and minutes were accepted as written.

TREASURER’S REPORT: Jo Ellen Saumier and Gina Agoney went over the Treasurer’s report and it was accepted with thanks.

EXECUTIVE DIRECTOR’S REPORT: Jane Desotelle

- New vendors have been calling about the Farmers’ Market.
- Jane suggested allocating more money on promotions and advertising.

OLD BUSINESS:

CSA pickups at Farmers’ Market: Jo Ellen said that CSA pickups at the AFMC Farmers’ Market could potentially create issues for the AFMC.

A CSA involves bringing someone else’s product in their pickup. This creates membership issues. A possible solution to this is requiring the CSA to have their own booth and be a member of AFMC. The products also have to be legal by our standards. CSA could cause insurance and liability issues so it needs to be acceptable to the insurance carrier. Board members were asked to consider and other issues or thoughts and bring them for discussion at the next board meeting.

Vendor Limits at Market: Board members and managers discussed whether AFMC should limit the number of spaces that vendors can have an AFMC Farmers’ Market. Maybe it should be limited to two spaces per farm. This topic was tabled until the next meeting.

Sign up Deadlines: After some discussion, it was decided that the sign-up deadline should be May 15. There will be more discussion on this when the vendor packet is reviewed at the next board meeting.

Donations to the markets:

VIC Center: Janet will allocate her advertising money toward the VIC Center

Saranac Lake: Lou said that the market is in a good location but the owners want \$20 day rent for AFMC to be able to continue the market there. This is higher than his

anticipated advertising budget. Jo Ellen moved and Ellen seconded that AFMC make a donation of \$400 to give the Saranac Lake Farmers' Market another year to build its membership back up and reestablish itself. The motion was carried.

NEW BUSINESS:

Market Manager Training: Jo Ellen handed out the schedule for Market Manager Training. It will be March 5 – March 7, 2013. Janet, Lorna Hohn, and Jackie mentioned that they would like to attend.

Proposed Budget 2013:

Website: Ellen moved that \$1,000 be allocated pay a web designer to upgrade the AFMC website with Vicky. Linda seconded and the motion was carried. Vicky will bring information to the next meeting.

Market Promotion: Jane asked for \$500 to spend toward social media. She will bring information and details on the costs and methods involved.

AFMC Board of Directors terms: Jim Dugan, Vicky Lesniak and Kimberly Richey's term is expiring. A nominating committee was appointed and Jo Ellen and Jane will comprise that committee.

Annual Meeting: The date for the Annual Meeting was set for March 3, 2013.

Vendor Packet: Jo Ellen presented a new checklist for the vendor packet. This will go in the Vendor Agreement section. Jo Ellen moved and Linda seconded that Vicky summarize the discussion of the vendor packet and bring the packet to the next meeting for board approval. The motion was carried.

Miscellaneous:

- Dick said that Keene is looking for a food vendor.
- Chateaugay Lake is looking for a new manager.

NEXT MEETING DATE: The next board meeting will be February 10, 2013 at 12:00.

ADJOURNMENT: Meeting was adjourned at 2:35 p.m.

Minutes respectfully submitted
Victoria Lesniak, Secretary

