

VAFM Board Meeting
January 13, 2013

1. Welcome back Grace!!
2. Officer positions – any changes?
3. SDDA grant
 - a. Market Educator
 - b. Banners
4. Internships?
 - a. Newsletters
 - b. Technology
 - c. ???
5. Complaints
6. April meeting
 - a. Votes?
 - b. Schedule
7. Summer 2013 season
 - a. Dates
 - b. Rules/Regs
 - c. Vendor fees
8. Web page
9. What else?

January 13, 2013 Vermillion Area Farmers Market (VAFM) Board mtg: present Mike Giadelis, Amy Schweinle, John Jordre, Linda Lane (via Skype from California), and Grace Freeman

1. Specialty Crop Block Grant from South Dakota Department of Agriculture (SDDA) awarded VAFM \$5000. The grant and it's provisions reviewed. Detailed discussion about investment in banners informing customers of crops in season at the various markets.
2. Krista Scholten stepped forth and asked to be Market Educator for money offered through SDDA grant. Krista has been a long time friend of the VAFM and all approved her hired at wage offered.
3. University of South Dakota (USD) has need to find activities for students to intern at during Spring semester. Amy will ask if some can help with the Market advertising and kid's activities.
4. Eight complaints have been filed against local vendor Gail Bickel. Grace will get Gail's contact information to apprise her of the complaints and ask that she not interfere with others sales or others discussions, especially with their customers. We can add something to our Vendor Contract agreements that state vendors can be black-balled from Market if complaints from customers and other vendors warrant this measure. Already there is a statement in the contract with a general clause (#4) about vendor conduct.
5. Annual April Vendor Meeting to be held after the April Winter Market in the kitchen of the 4-H building following the April Winter Market held in the same location.
6. Vendor fees: will be raised for daily fee from \$5/day to \$10/day. Seniors will still receive a 50% discount. Annual fees will remain at \$150 this year to encourage participation. There will now be a student rate at the same senior rate to promote students, particularly art students, presence at the market.
7. Complaints have been filed about second hand smoke exposure at the market.
8. We will find a designated smoking area and request it be used for that purpose. The SDDA grants funds can be put into signage for the sign for the area.
9. John Jordre and Grace Freeman will look into open pavilion buildings and possible grant funding to have a covered area for the Market and for the Fair parking.
10. Meeting adjourned

		Total	Total	Total
			VAFM	of SDDA
Educate Consumers				
	Market Manager	\$3,264	\$3,264	\$0
	Market Educator	\$3,264	\$1,619	\$1,645
	Stipend for speakers (2 per month summer; 1 per month winter)	\$1,225	\$1,225	\$0
	Specialty crops from vendors (\$25 per week)	\$1,025	\$1,025	\$0
	Supplies (\$40 per month summer, \$20 per month winter)	\$560	\$560	\$0
	Flyers (\$100 per month)	\$1,400	\$400	\$1,000
	Newspaper ads	\$2,255	\$495	\$1,760
	Banners (2X6 foot vinyl sign in full color with hemming and grommeting) 1 permonth for summer and 1 winter at \$85 each	\$595	\$0	\$595
Educate Consumers Total		\$13,588	\$8,588	\$5,000