

Vermillion Area Farmers Market
Board Meeting
June 21, 2012

Minutes

Attendance:

Board Members: Amy Schweinle, John Jordre, Mike Gaidellas, Grace Freeman

Also: Christine Ahmed

Absent: Dan Avery

1. Discussed increase in number of vendors and customers. Examined data from vendor contracts, EBT/Debit sales
2. What do we do for Ribs, Rods, Rock N Roll? Move to First Bank and Trust Parking Lot. Supported by vendor survey – $\frac{3}{4}$ said parking lot. $\frac{1}{4}$ said cancel.
3. Harvest Dinner? Amy checked calendars for the Harvest Dinner. I think that it is too far ahead for people to have their events listed. Nothing is listed at VHS or USD on October 20 – the third Saturday of October. (Food Day is Wed. October , 24, so pretty close.) The only thing listed through the Chamber is the Lions Pancake Days, but that is in the morning. WH Over has a Welcome Fall festival on the 21st. **Decided to tentatively schedule for October 20 and keep an eye on community calendars.**
4. Wellmark Grant – Amy will explore. We need to make sure we have funds for market manager, market educator, education costs.
5. State approved our reduced proposal for \$5000 for a Specialty Crop Block Grant. Will submit to USDA for approval. If approved USDA provides funds to state who distributes to us. We don't have a timeline. We requested money for advertising for 2 years.
6. What do we need to know when Grace is gone?
 - a. New treasurer. Voted Linda Lane to the board (in favor 4, opposed 0), upon her acceptance.
 - b. Amy and Linda will meet with Grace to discuss USDA grant progress and what to do next.
 - c. Turn over keys to PO Box and shed to Linda.
7. We should remove Patti Bancroft from the bank account as she stepped off the board.

Winter 2011-12

25 vendors (9 new)

First	Last	Business Name
Esmeralda	Alawine	Esmeralda's Bread Basket
Musheera	Anis	ummelbanat
Dan & Elizabeth	Avery	Dakota Earth
Gail	Bickel	Dakota Art Trek
Caitlin	Collier	
Arlyce	Douglas	
L. Grace	Freeman	Prairie Moon Herbs
Steven V.	Horsley	
Sherrie	Huot	Fresh Fixins
John	Jordre	Red Wagon Bread
Carol	Kabisch	Carol's Kitchen
Beverly	Kennedy	The Glass Door
Laurel	Krokstrom	
John & Linda	Rokosz	Ruckus Ridge Farm
Jerimiah Hinz and Jenny	Rolfes	Castle Creek Family Farms
Amy	Schweinle	
William	Schweinle	Schweinle Sharpening
Morgan	Carnes	Heikes Family Farm
Garry & Barb	Johnson	Lip Smakin' Jellies
Jennifer	Kirchner	Kirchner Creations
Clarence	Pigney	Pigney Bags
Lisa	Terwilliger	Mags Legs
Deb	Thomas	Deb's Sweet Treats
Christina	Wells	Sunflower Cupcakes
Roberta	Wendt	Red Dog Brand

Summer 2012

Vendors: 19 (2 new)

First	Last	Business Name
Dale & Rena	Hebda	Hebda Family Produce
Steven V.	Horsley	
Jolene	Hubert	
Sherrie	Huot	Fresh Fixins
Garry & Barb	Johnson	Lip Smakin' Jellies
John	Jordre	Red Wagon Bread
Laurel	Krokstrom	
Linda	Lane	Country Lane
Angie	Logue	Country Sunshine Greenhouse
Peg	Miller	
Jerimiah Hinz and Jenny	Rolfes	Castle Creek Family Farms
Amy	Schweinle	
William	Schweinle	Schweinle Sharpening
Carrie	Stepp	Nutri Roots
Christina	Wells	Sunflower Cupcakes
Roberta	Wendt	Red Dog Brand

We need contracts from:

Grace Freeman
 Bob Corio Dakota Harvest Lamb
 Jared Hanisch Hanisch Farms
 Rick's Fresh Picks

Customers

Number of customers making EBT/Debit Transactions through June 17, 2012

		Thursday	Saturday			Thursday	Saturday			Thursday	Saturday
2010	May (3 wks)	16		2011	May (2 wks)	11		2012	May (2 wks)	14	
	June	11			June	26	8		June	26	6
	July	11	1		July	26	12		July		
	August	9	1		August	29	14		August		
	September	6			September	27	23		September		
	October	14	2		October	28			October		
Average \$ per customer		\$23.12	\$21.39	Average \$		\$28.25	\$17.19	Average \$		\$32.65	\$17.51

(The average dollars spent per customer on Thursdays in May/June 2011 was \$19.54 – compare that to \$32.65 this year!!!)

How is the market doing?

Thursdays

Week	2010 May	2011 May	2012 May	2010 June	2011 June	2012 June	2010 July	2011 July	2010 August	2011 August	2010 September	2011 September	2010 October	2011 October
1					\$ 26.75	\$427.95		\$ 97.25		\$205.12	\$ 10.50	\$ 186.25		\$ 289.17
2	\$123.26			\$ 52.50	\$ 61.75	\$357.88		\$313.14	\$110.42	\$184.01	\$ 94.75	\$ 333.71	\$292.10	\$ 547.21
3	\$ 57.03	\$105.33	\$366.38	\$ 27.50	\$129.55		\$128.17	\$254.81	\$ 94.52	\$158.84	\$ 11.32	\$ 8.50	\$121.32	\$ 152.88
4	\$100.90	\$ 93.00	\$153.80	\$ 68.76	\$199.00		\$ 88.25	\$271.88	\$ 21.65	\$167.75	\$ 12.50	\$ 84.24	\$ 59.71	\$ 175.42
5				\$ 68.01	\$107.64		\$ 6.00							
Sum	\$ 281.19	\$ 198.33	\$ 520.18	\$216.77	\$524.69	\$ 785.83	\$222.42	\$ 937.08	\$ 226.59	\$ 715.72	\$ 129.07	\$ 612.70	\$ 473.13	\$ 1,164.68

Number of Transactions (not number of customers, but the number of purchases/vendors – e.g., if a customer bought from 5 vendors in a single purchase, that counts as 5 transactions)

Week	2010 May	2011 May	2012 May	2010 June	2011 June	2012 June	2010 July	2011 July	2010 August	2011 August	2010 September	2011 September	2010 October	2011 October
1					5	47		14		26	4	25		28
2	10			5	6	51		39	9	30	8	41	31	32
3	10	14	37	4	15		15	48	13	22	3	1	19	19
4	10	20	12	10	29		17	33	6	29	4	16	5	15
5				4	13		1							
Sum	30	34	49	23	68	98	33	134	28	107	19	83	55	94

Saturdays

Week	2011 June	2012 June	2010 July	2011 July	2010 August	2011 August	2011 September	2010 October
1		\$ 67.00	\$ 4.00	\$ 4.00		\$ 55.00	\$ 161.98	
2	\$ 14.00	\$ 38.04		\$ 49.00		\$ 101.16	\$ 56.03	
3	\$ 43.00			\$ 71.00		\$ 28.75	\$ 181.48	
4	\$ 110.50			\$ 12.50	\$ 25.00	\$ 53.72	\$ 31.46	\$ 56.54
5				\$ 6.00				
Total	\$ 167.50	\$ 105.04	\$ 4.00	\$ 142.50	\$ 25.00	\$ 238.63	\$ 430.95	\$ 56.54

Transactions

	2011 June	2012 June	2010 July	2011 July	2010 August	2011 August	2011 September	2010 October
1		8	1	1		10	33	
2	3	6		8		13	6	
3	3			14		7	25	
4	17			4	1	9	7	6
5				1				
Total	23	14	1	28	1	39	71	6

What do we do for Ribs, Rods, Rock N Roll?

Harvest Dinner? I have been checking calendars for the Harvest Dinner. I think that it is too far ahead for people to have their events listed. Nothing is listed at VHS or USD on October 20 – the third Saturday of October. (Food Day is Wed. October, 24, so pretty close.) The only thing listed through the Chamber is the Lions Pancake Days, but that is in the morning. WH Over has a Welcome Fall festival on the 21st.

Want to tentatively schedule it for the 20th? We can keep an eye on community calendars

Advertising

Wellmark Grant

What do we need to know when Grace is gone?