

March 2, 2017
5:00 PM
VAFM Board Meeting

Present: Stacey Morrissey, John Jordre, Grace Freeman, Amy Schweinle and Allison Bensen, Stephanie Ufford

Absent: Caitlin Collier, Linda Lane (Amy Schweinle proxy)

1. We discussed institutionalizing Soupapalooza (February in future years), Family Fun Day (July), and Silent Night (December). Discussed that this meant these events are those that would appear on annual calendars that people can expect to see every year at roughly the same time. Vote unanimous in favor. Soupa and Silent Night were HUGE successes last year and well worth repeating. Also voted unanimously in favor of institutionalizing Seed Swap (March) and Trick or Treat (October).
2. Soupapalooza – purpose going forward? Proposed that it would support VAFM core or special activities as need is determined annually. This year, it will support VAFM efforts to provide SNAP benefits. This includes cellular fees, transaction fees, etc. associated with running the program. Decided to try to host it on April 20 close to Earth Day at the VAAC, pending their availability. Will reach out to Caitlin for advice and guidance on planning.
3. Silent Night is a fundraiser to support market operations.
4. Family Fun Day's purpose is to give back to the community, as well as to increase market visibility.
5. Seed Swap and Trick or Treat are fun at-market activities that increase visibility, involve the community, and provide education.
6. Discussed the token project. All thought it was a great idea and great opportunity to support people in our community. Discussed how to increase its reach. John suggested increasing the minimum amount that could be used per market to double. Unanimous vote. Will roll out double tokens at Soupapalooza.
7. First summer market will be May 11.
8. Vendor fees for 2017-2018 season. Unanimous vote that will remain \$10 per market, but will increase the annual fee to \$200. There are 48 total markets. If attend all, would be \$480. There are 25 Thursday markets and 17 Saturday markets, plus 6 winter markets. The weekly fee will be reduced by half for those over 65 and students, but not the annual fee.