

**Vermillion Area Farmers Market  
Board meeting  
March 27, 2011; 3:00 PM**

**Agenda**

1. What to address at April Meeting:
  - Dates/Times
  - Fees
  - Saturday Market, city rules
  - Education
  - Marketing
2. Vendor fees
3. "Gimmicks" at regular market?
4. FMPP grant updates
5. Heggstad, USDA specialty crop grant
6. **Who are we and where are we going?**
  - What is our mission?
  - What is our future?
  - What do we want to do?

From our Articles of Incorporation:

**The corporation is organized exclusively for the purposes of: (A) shall include, but not be limited to charitable, benevolent, educational, social, and civic, pursuant to SDCL 47-22-4; and the specific purpose of the organization is: (B) the management and promotion of the Vermillion Area Farmers Market; the promotion of locally grown produce, grain, dairy and other food items and local artisan crafts by providing opportunities for local producers and local craftspeople to sell to local consumers; the education of the public about agricultural products and concerns; and to educate the public on the benefits of locally grown and organic foods.**

Promotion of locally grown/produced by providing opportunities to sell to local consumers

Education of public about agricultural products and concerns

Educate public on benefits of locally grown and organic foods

**Board of Directors**

<b>President</b> <i>Amy Schweinle</i>		<b>Vice President</b> <i>Mike Gaidellas</i>		<b>Treasurer</b> <i>L Grace Freeman</i>		<b>Secretary</b> <i>John Jordre</i>
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<b>Market Managers</b>
<i>Jami Buttke Andrew Benson Susan Heggstad</i>

<b>FMPP Project Manager</b> <i>Christine Ahmed</i>
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<b>FMPP Project Coordinator</b> <i>L Grace Freeman</i>
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<b>Market Educator</b> <i>Susan Heggstad</i>
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## Vermillion Area Farmers Market

### Job Descriptions

#### **FMPP Project Manager**

The project manager directs the overall timeline of grant, attends FMPP orientation and trainings in Washington, DC, works with the VAFM Board on advertising, marketing, surveys, assessments, and entertainment for Markets, and helps with public relations. It is the responsibility of the project manager to

1. Ensure that Market Managers and the Market Educator are hired by the board
2. Ensure the Market Educator acquires adequate trainers for Shop Smart Education (for consumers)
3. Ensure that all contracts, paperwork, billing, and records are acquired, accurate, and stored
4. Request reimbursements/advances from the USDA
5. Oversee payments
6. With the board Treasurer, maintain grant budget
7. Provide advertising for functions, with assistance of project coordinator

#### **FMPP Project Coordinator**

The project coordinator assists the Project Director and helps with purchasing supplies and equipment, working with the community kitchens, and organizing the Winter Education Classes. The project coordinator has the responsibility to

1. Acquire bids for purchases
2. Provide accurate records and payment requests
3. Provide inventory information to the board secretary
4. Acquire space for Winter Market, with VAFM board

#### **Market Manager**

It is the job of the market manager to

1. Attend all markets,
2. set up and take down each Market,
3. complete and keep a record of EBT/Debit transactions,
4. acquire complete vendor contracts and fees from all vendors,
5. address questions and concerns of vendors and customers at the market,
6. distribute advertising
7. enforce VAFM rules and regulations.

#### **Market Educator**

The Market Educator is tasked with developing Shop Smart (customer) educational campaigns, offering tips and literature at all regular season markets. The Market Educator also organizes cooking demonstrations or other educational activities at the regular Markets, with collaboration from local Extension Agencies. It is expected that the season's activities will be planned by April 15 for the sake of advertising and that the market educator will attend the education sessions (or plan for an appropriate replacement) to address any issues that arise.

# Vermillion Area Farmers Market

## Accounting Division of Duties

The following is a list of personnel who have responsibilities within the accounting department:

### President:

1. Reviews and approves all financial reports.
2. Reviews and approves annual budget.
3. Reviews the payroll summary for the correct payee, hours worked and check amount.
4. Reviews all vouchers and invoices for those checks which require his or her signature.
5. Reviews and approves all contracts for goods and services that will exceed **\$1000** over the year.

### Treasurer:

1. Approves all vouchers, invoices and checks.
2. Receives bank statements.
3. Develops all financial reports.
4. Reviews and approves list of pending check disbursements.
5. Reviews all vouchers and invoices for those checks which require his or her signature.
6. Processes all receipts and disbursements.
7. Processes the payroll, including payroll tax returns.
8. Submits requests for interfund transfers.
9. Maintains and reconciles the general ledger monthly.
10. Reviews the payroll summary for the correct payee, hours worked and check amount.
11. Approves all reimbursements
12. Manages the assets accounts.
13. Prepares all financial reports, including requests for reimbursements.
14. Manages the petty cash fund.
15. Reconciles the bank accounts.

### Program Director (Grant Activities):

1. Completes and files accounting paperwork (working with Treasurer and President)
2. Provides all receipts to Treasurer
3. Completes requests for reimbursement and advances
4. Maintains grant budget with Treasurer
5. Prepares and disseminates monthly reports of grant activity to the board of directors
6. **May sign as VAFM agent on contracts**

### Market Manager

1. Receives payments at the markets from vendors and from customers
2. Deposits checks
3. Consults with Treasurer (or other board member) to obtain necessary cash on hand
4. Processes EBT/Debit transactions
5. Reimburses vendors for EBT/Debit sales at end of each market

### Board of Directors

1. Check signing authority on checking account (Currently the President, Secretary, Treasurer, and Member at Large).
2. Authorize expenditures in excess of **\$2,000**, except preapproved capital expenditures.
3. **Any members may sign as VAFM agents on contracts.**