

Vermillion Area Farmers Market
November 12, 2017
Board Meeting

Old Business

1. Signs – Modern Woodmen
2. Winter Markets
3. Silent Night – Stacey
 - a. Need volunteers
 - b. Need appetizers
 - c. Need baskets
4. T-shirt contest - Amy
5. SCBG grant \$10,000
6. POS policy

New Business

7. Recap Summer 2017 – see \$ graphs
8. USDA grant (due December) - SNAP
- 9.
10. Homework: Roles of each board member
 - a. President
 - b. VP
 - c. Secretary
 - d. Treasurer
 - e. Ad Hoc
11. Step 1 in strategic planning

VAFM meeting 11/12/17

Present: John Jordre, Stacey Williams, my Schweinle, Grace Freeman, Allison Benson, Stephanie Ufford

Not available: Linda Lane

Followed Amy's outline and viewed several statistical spread sheets of Market sales for vendors in different months, and over a few years

1. Signs from the Modern Woodman are available now. A Thank You letter was sent out last month. (Question: Do we need to buy more regular Farmer Market Today signs?)
2. New Thank you letters to: Café Brule and Dakota Brick House for their Iron Chef participation.

Also, Thank Yous went out to Valiant, Wilde Prairie, and Ferson for Value Ag Day and Get Your Local On.

3. New Poster for Winter Markets will be made and distributed.
4. Silent Night Auction continues planning with lining up appetizers and donations. Volunteers so far: Harry (door), Andrea (Set-up), 2 Russian students, possible fraternity help
We need helper for take down, and end of auction.
Stephanie has offered to run Debit/credit machine.
We need Humbletown's website link to post.
5. VAFM tshirt contest will begin in January. Amy is organizing.
6. Amy is developing the POS policy.
7. The SCBG grant for \$10000 will help with advertisement and Market Ed. It also will be used for supplies and community ed courses at sits other than the market. Amy calls it P3, as it will focus solely on Produce which can be Picked, Prepared, and Preserved. Alicia Paulson is reviewing the grant and may decide to coordinate. If she is not interested, Jessica Freeling will be asked. Alicia is involved with the Community Garden/Grow A Row in Vermillion.
8. Stephanie's Mission Continues Grant is over January 1st. She and Raliegth are working on the website and developing marketing videos.
9. Amy took part in a phone call with USDA regarding an upcoming grant which is due in December.
10. When discussing roles of each board member, we decided not to change anything at this time.
11. Amy introduced the goals of Strategic Planning.

Strengths: We are year-round. We have an active Market Manager who is helpful to vendors and customers. We offer Market Ed, and free things for families. It is located on grass on Thursdays. It is community friendly.

Weaknesses: Wind. No Shelter. No toilet. No benches. No running water. No playground for the kids. People are not enticed to linger at the market.

Opportunities: Network with groups like Greening Vermillion, the Community Garden. USD students/Art School, Shakespeare group.

Threats: Fairgrounds redevelopment. Tractor Supply Company free Vendor Days on Saturday mornings. Not generating enough income.

Plan: To reach out to Stakeholders through a survey, face to face discussions, and coffee meetings.

Who are our stakeholders?

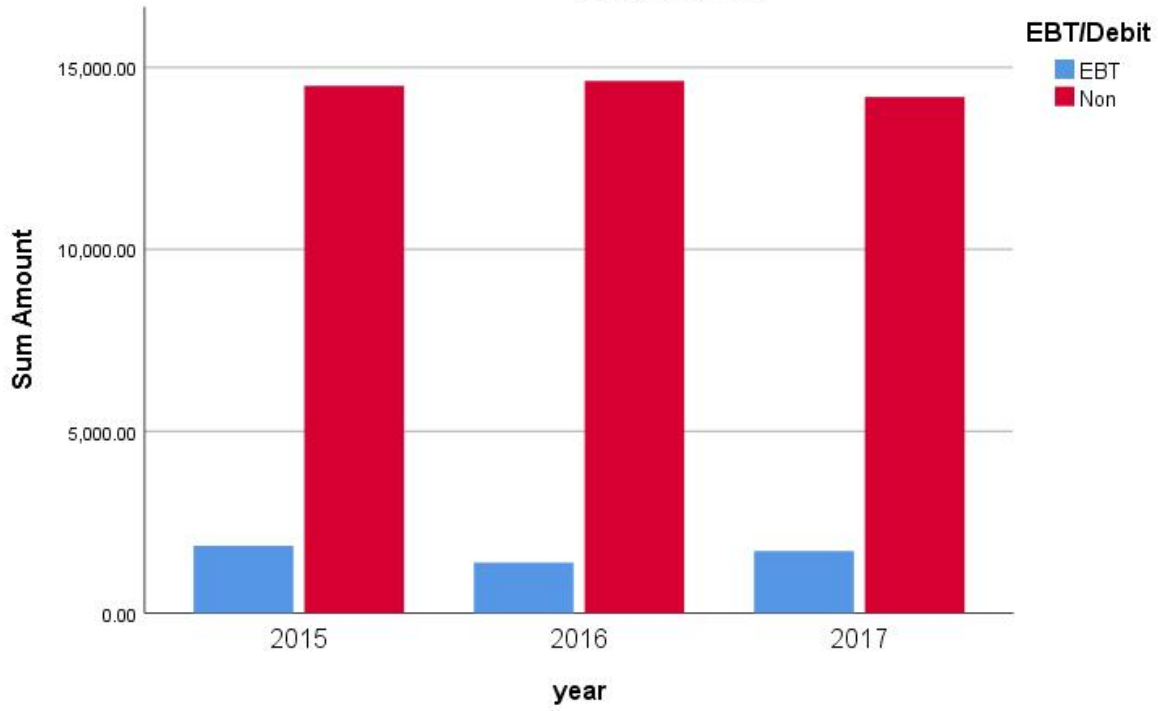
4H, Fair Board, SDSU Extension, Vermillion Schools, Sierra Club, Greening Vermillion, City of Vermillion, Vermillion Chamber, Vermillion Cultural Assoc., VAAC, Parks and Rec, Cenior Center, DSS/WIC r/t EBT, USD, Agricultural industries like Campbells and TSC, Ace Hardware, SESDAC, Valiant Vineyards, SD Specialty Crop Producers Assoc., SD Dept of Tourism.

We will talk with USD's Government Research group (Shane Nordyke) to help us with some strategies.

Other questions: Where do we see ourselves 10 years from now?

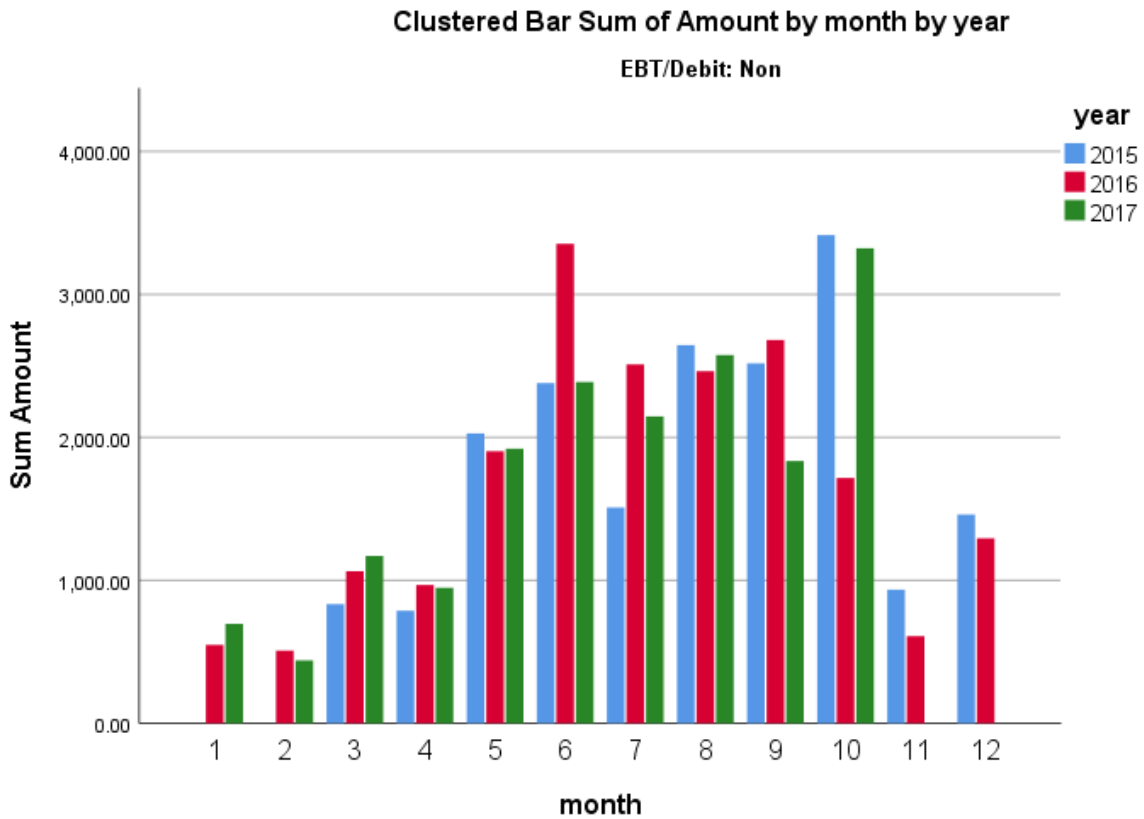
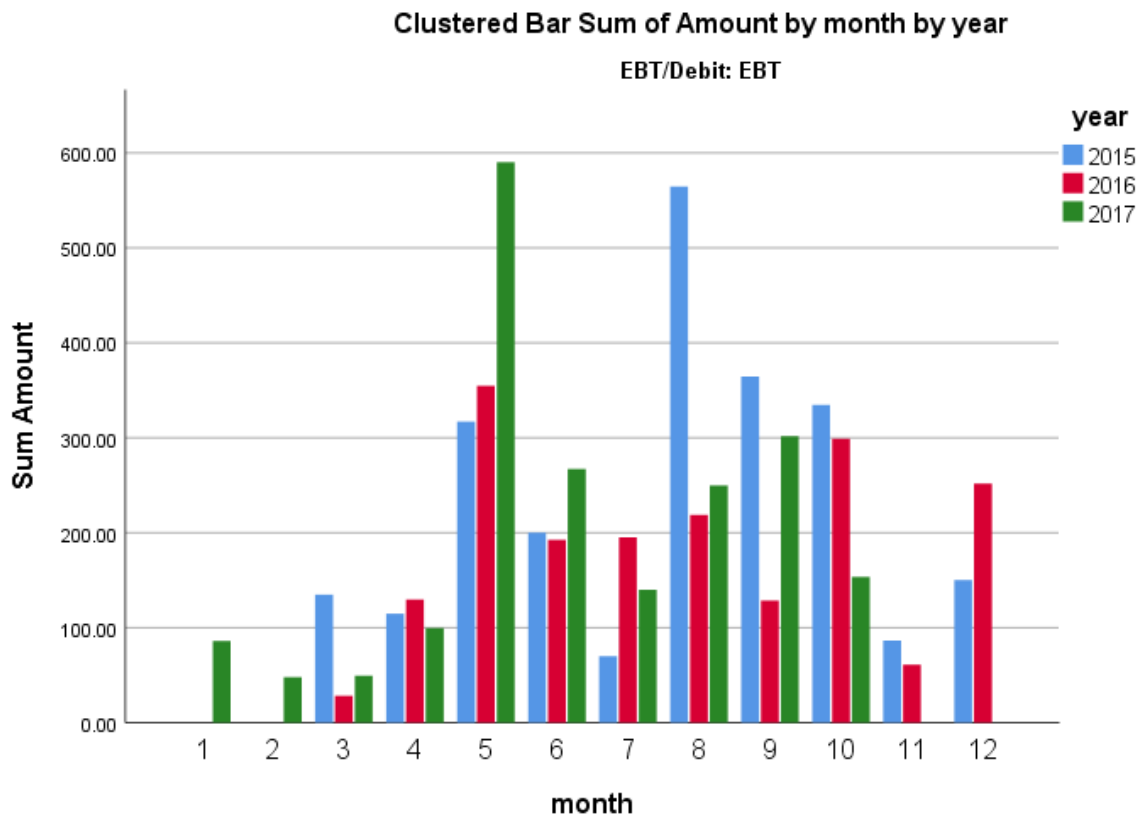
Clustered Bar Sum of Amount by year by EBT/Debit

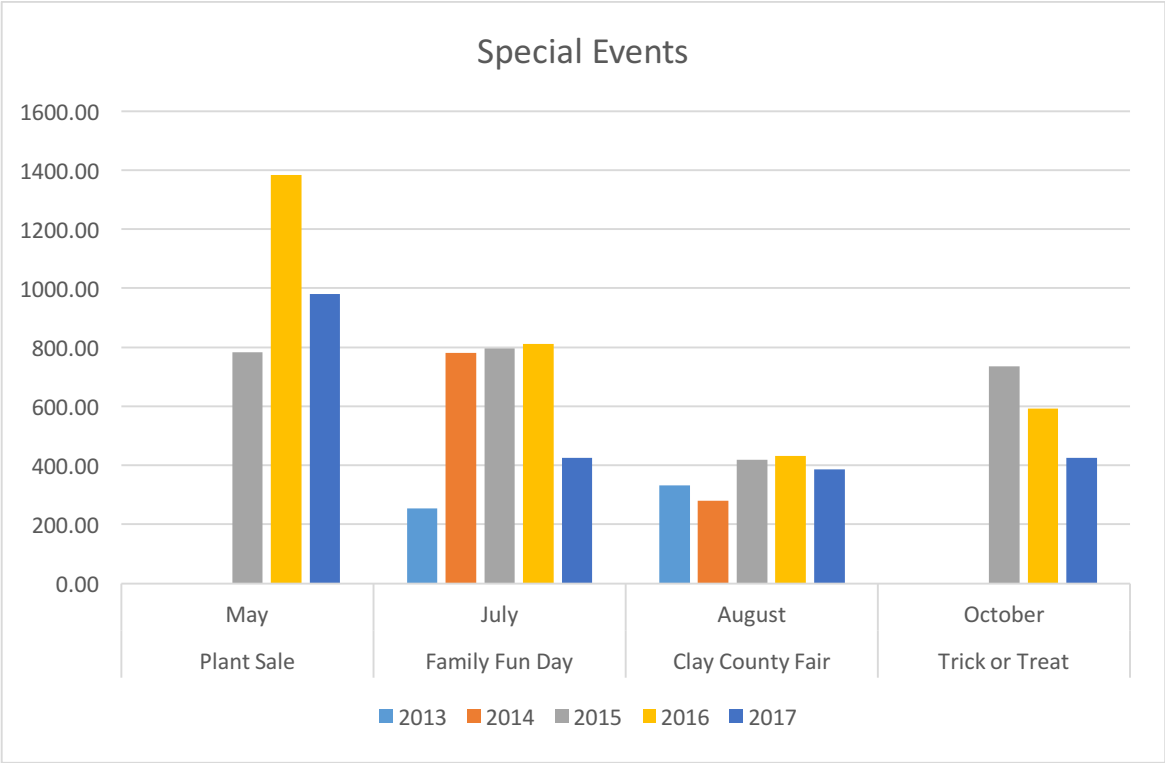
SeaSon: Summer



	2015	2016	2017
EBT	1850.860	1388.810	1702.340
NonEBT	14495.070	14627.860	14187.830
Total	16345.930	16016.670	15890.170

Comparing Month by Month across 3 Years





What I learn from this is that we are improving, but dependent on weather. Family Fun Day was drizzly this year. Trick or Treat was miserably cold, drizzly and windy.