



ADVISORY COMMITTEE

MINUTES

DATE: Tuesday, April 23, 2013

TIME: 3:00 pm – 4:30 pm

LOCATION: Glenn County RCD / Willows USDA Service Center

132 N. Enright Avenue, Suite C

Willows, CA 95988

(530) 934-4601 x5

ROLL CALL:

Vendors (Voting)	Individuals of the community, partners, and interested volunteers (Non-Voting)
1. Marty Bailey/Molly Albright – Plants by Mel (Elk Creek)	Jason Beauchamp – Glenn County Dept. of Ag
2. Kathy Landini – Divide Ranch (Elk Creek)	Martin Cloyd – Volunteer
3. Timothy Mackie Behr Jr. – Garden Guys Nursery (Willows)	Candis Woods – RCD Associate Director / Community
4. Tim Pedrozo – Pedrozo Dairy & Cheese Company (Orland)	Peggy White - Community
5.	
6. Vacant	
7. Vacant	
8. Vacant	
9. Vacant	
RCD Board of Directors (Voting)	OTHERS:
1. Bruce Roundy	Kandi Manhart, GCRCD Executive Officer
2. Mike Yalow	Lisa Tietz, GCCFM Manager
	Maria Esquivel, GCCFM Vendor - Cherries

ABSENT:

Vendors (Voting)	Individuals of the community, partners, and interested volunteers (Non-Voting)
Beck/Stephen Bernstein – Willow Creek Produce (Willows)	Terry Taylor-Vodden – Willows City Council
	Nancy Osborne – Community
RCD Board of Directors (Voting)	

1. Welcome & Introductions

Called to order by Chairperson Bruce Roundy at 3:05 PM. Introductions ensued.

2. Public Comment (limit 5 minutes)

Any person wishing to address Committee on items not on the agenda may do so at this time. The Committee will not make decisions or determinations on items brought up during Public Comment.

None.

3. Approve meeting minutes for April 9, 2013 – ACTION

Bruce Roundy entertained a motion. *Mike Yalow moved to approve meeting minutes as presented. Marty Bailey seconded. Approved.*

4. Financial Report

Kathy Landini presented report. Consensus was made to approve report (not listed as an Action Item).

5. Reconsider Vendor Incentives via Vendor Application Package – ACTION

a. Buy 1 Booth, Get 1 FREE (one time, monthly, etc.)

b. Others

Kathy Landini requested this item be placed on the agenda. Discussion ensued. *Tim Pedrozo moved to approve the following Vendor incentive:*

All Vendors who are approved to participate in the Glenn County Certified Farmers' Market shall receive a FREE Stall/Booth Fee, when a Stall/Booth Fee is purchased. Below specifies the terms:

- *Applies to existing Vendors*
- *Applies to new Vendors*
- *Applies to Orland Market (non-redeemable at Willows Market)**
- *Applies to Willows Market (non-redeemable at Orland Market)**
- *Applies to recipient Vendor only (non-transferable to another Vendor)*
- *Must be used in 2013 Market Season*

**Vendors may receive a FREE Stall/Booth Fee to Orland Market and to Willows Market, for a total of two Stall/Booth Fees at Glenn County Certified Farmers' Market.*

Kathy Landini seconded. Approved. Mike Yalow objected.

6. Advisory Committee Reports and Actions Needed

a. DRAFT Business Plan – CHAIR Mike Yalow

Mike Yalow reported. Discussion ensued. He will have a draft business plan in one month.

b. Marketing, Promotion & Special Events – CHAIR Molly Albright

Molly Albright reported. Discussion ensued. She reported she will have a calendar by next meeting.

7. Review DRAFT proposal for Glenn County Farm Bureau

Manhart reported. Discussion ensued.

8. Discuss Opening Ceremonies of Markets

Manhart reported. Discussion ensued. Formal invitations will be mailed by May 15.

9. Discuss Market Layouts / Maps

Manhart reported. Discussion ensued. Layouts will remain same as 2012 for time being.

10. Discuss General Store at Glenn County Fair

Manhart/Tietz reported. Discussion ensued.

11. Special Events Calendar:

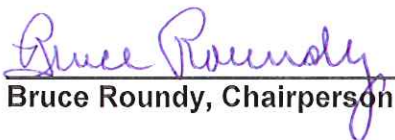
- ✓ Willows Lamb Derby Parade – May 11
- ✓ Glenn County Fair – May 16 – 19
- ✓ Glenn County Fair Parade – May 18
- ✓ Maxwell Rodeo – May 18
- ✓ Willows Chamber of Commerce's Business Days (first Wednesday of every month)
- ✓ State Fair – July
- ✓ National Farmers Market Week – 1st/2nd Week of August
- ✓ *Others:* PLEASE make a list and bring it with you!

12. Adjournment

Meeting adjourned at 4:46 pm by Chairperson Bruce Roundy.

Approved on June 25, 2013 by the Glenn County Resource Conservation District's Glenn County Certified Farmers' Market Advisory Committee.

Attested by,



Bruce Roundy, Chairperson



Kandl Manhart, Executive Officer