



Glenn County Certified

FARMERS MARKET

ADVISORY COMMITTEE "RETREAT"

MINUTES

DATE: Tuesday, April 9, 2013
TIME: 10:00 am – 4:30 pm
LOCATION: Nancy Osborne's Home
 180 Second Avenue
 Orland, CA 95963
 (530) 865-9120

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. Becky Bernstein – Willow Creek Produce (Willows)	Martin Cloyd – Volunteer
3. Kathy Landini – Divide Ranch (Elk Creek)	Nancy Osborne – Community
4. Timothy Mackie Behr Jr. – Garden Guys Nursery (Willows)	Candis Woods – RCD Associate Director / Community
5. Tim Pedrozo – Pedrozo Dairy & Cheese Company (Orland)	Peggy White - Community
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
	Lisa Humphreys, Glenn County Farm Bureau

ABSENT:

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

Call to Order

Meeting called to order at 10:15 am by Kandi Manhart due to no officers at the present time.

Welcome & Introductions (add or remove items as necessary)

Manhart welcomed attendees. Introductions ensued.

Icebreaker – Lets have a little fun!

Manhart performed an icebreaker. Discussion ensued.

Review Advisory Committee Function, Roles & Responsibility

Manhart reviewed document. Discussion ensued.

Election of Officers for 2013 & Committee Assignments

Manhart entertained the Election of Officers for 2013. Discussion ensued.

- *Proposed slate of Officers included:*
 - *Chairperson, Bruce Roundy*
 - *Vice-Chairperson, Marty Bailey*
 - *Secretary, Becky Bernstein and Candis Woods (Co-Secretaries)*
 - *Treasurer, Kathy Landini*

Advisory Committee approved slate of Officers as presented above.

Manhart entertained the creation of sub-Committees per the Advisory Committee Function, Roles & Responsibility document. Discussion ensued.

- Sub-Committees included:
 - **BUSINESS PLAN** – Mike Yalow (CHAIR), Bruce Roundy, Marty Bailey, Nancy Osborne
 - **MARKET, PROMOTION & SPECIAL EVENTS** – Molly Albright (CHAIR), Becky Bernstein, Timothy Mackie Behr Jr., Marty Cloyd
 - **VENDOR RELATIONS** – Lisa Tietz
 - **OPERATIONS** – Bruce Roundy (CHAIR), Kandi Manhart
 - **FINANCE & RCD SPONSORSHIP PROMOTION** – Kathy Landini (CHAIR), Kandi Manhart

2012 Financial Report & Review 2013 Budget

Manhart reviewed documents. Discussion ensued.

The Legalities of Operating a “Certified” Farmers Market – Just a quick Overview!

Manhart reviewed documents. Discussion ensued.

Review Vendor Application Package:

Confirmation of: Locations – Orland and Willows
Days, Times – Orland and Willows

Manhart reviewed documents. Discussion ensued. She requested confirmation of Locations, Days and Times of Markets in Orland and Willows.

- *Kathy Landini moved to approve keeping the same Locations, Days and Times of Markets in Orland and Willows as in 2012 (ORLAND-Library Park, June-October, Saturdays, 9 to 12:30 PM & WILLOWS-Downtown Willows, June-October, Wednesdays, 4 to 7 PM). Timothy Mackie Behr Jr. seconded. Approved.*

Discussion on DRAFT Business Plan

Item not discussed, referred to sub-Committee. Sub-Committee to report out at next meeting.

General Store at Glenn County Fair

Lisa Tietz reported on item. Advisory Committee made a consensus to have Lisa Tietz coordinate General Store with willing volunteers: Kathy Landini, Jason Beauchamp, Candis Woods and other interested individuals.

Fundraiser Ideas ... How can we improve revenue to keep Operating?

Manhart entertained discussion. Advisory Committee made a consensus to prioritize Vendor participation at Markets.

Promotion: Press Kits, Ads, Posters and Signs around the County (Repair needed for GCCFM Street Banner – Willows Market)

Manhart reviewed documents. Discussion ensued. Lisa Humphreys provided update on Glenn County Farm Bureau's sponsor opportunity. Manhart will develop a proposal to take to Glenn County Farm Bureau for consideration by late April.

Mary Cloyd volunteered to help update Facebook in 2013 again.

Special Events Calendar and Seek Volunteers to Organize Special Events

- ✓ Willows Lamb Derby Parade – May 11 (*Timothy Mackie Behr Jr. to lead parade entry*)
- ✓ Glenn County Fair – May 16 – 19
- ✓ Glenn County Fair Parade – May 18 (*Lisa Tietz to lead parade entry*)
- ✓ Maxwell Rodeo – May 18 (*Marty Bailey/Molly Albright to lead promotion items / distribution*)
- ✓ Willows Chamber of Commerce's Business Days
- ✓ State Fair – July
- ✓ National Farmers Market Week – 1st/2nd Week of August

Re-cap & Summarize Next Steps

Next GCCFM Advisory Committee Meeting scheduled for Tuesday, April 23, 2013 at 3 PM. Glenn County RCD / Willows USDA Service Center, 132 N. Enright Avenue, Suite C, Willows CA 95988.

Adjournment

Meeting adjourned at 4:30 pm by Chairperson Bruce Roundy.

Approved on April 23, 2013 by the Glenn County Resource Conservation District's
Glenn County Certified Farmers' Market Advisory Committee.

Attested by,



Bruce Roundy, Chairperson



Kandi Manhart, Executive Officer