



ADVISORY COMMITTEE

MINUTES

DATE: Tuesday, June 25, 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. Tim Pedrozo – Pedrozo Dairy & Cheese Company (Orland)	Jason Beauchamp – Glenn County Dept. of Ag
2. Kathy Landini – Divide Ranch (Elk Creek)	Candis Woods – RCD Associate Director / Community
3.	Martin Cloyd – Volunteer
4.	
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

ABSENT:

Vendors (Voting)	Individuals of the community, partners, and interested volunteers (Non-Voting)
Beck/Stephen Bernstein – Willow Creek Produce (Willows)	Nancy Osborne – Community
Marty Bailey/Molly Albright – Plants by Mel (Elk Creek)	Terry Taylor-Vodden – Willows City Council
Timothy Mackie Behr Jr. – Garden Guys Nursery (Willows)	Peggy White - Community
RCD Board of Directors (Voting)	

1. Welcome & Introductions

Called to order by Chairperson Bruce Roundy at 3:02 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 from previous meeting – ACTION

Chairperson Bruce Roundy entertained a motion. *Mike Yalow moved to approve April 23 and May 9 meeting minutes. Kathy Landini seconded. Approved.*

4. Financial Report – ACTION

Kathy Landini presented report. Discussion ensued. *Yalow moved to approve with noted deletion of "Reim. For Shared Expenses" Difference of (1,141.02) should read (1,200.00), Budget 0. Kathy Landini seconded. Approved.*

5. Advisory Committee Review

a. Review committee members - ensure all voting members qualify

i. Review and discuss committee member attendance

Chairperson Bruce Roundy led the discussion. Attendance is an issue and needs to be corrected.

ii. Review and discuss all committee members are meeting qualifications

Chairperson Bruce Roundy led the discussion. One committee member does not qualify due to no Vendor Application being on file. A letter will be written by Bruce Roundy and mailed to committee member to encourage qualification.

b. Review roles and responsibilities

Discussion ensued.

c. Discuss communication to produce results

Discussion ensued.

6. Advisory Committee Reports:

a. DRAFT Business Plan – CHAIR Mike Yalow

Mike Yalow reported. Discussion ensued.

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

Molly Albright did not report due to being absent. Discussion ensued.

c. Vendor Relations – MARKET MANAGER Lisa Tietz

Lisa Tietz reported. Discussion ensued.

d. Operations – CHAIR Bruce Roundy / Kandi Manhart

Bruce Roundy and Kandi Manhart reported. Discussion ensued.

7. Vendor Application Review

a. Review and clarify membership

Kandi Manhart reported Vendor concerns on membership. Discussion ensued. There was consensus that if a Vendor has an annual membership and two different types of booths, then membership benefits (ie \$5.00 discount per Booth/Stall Fee) may be applied to only one type of booth in the 2013 Market Season. Note, this will be reviewed further during the 2014 Vender Application Packet update.

b. Review and clarify booth fee schedule

See above discussion.

8. Promotions

a. Signs around Orland and Willows

Discussion ensued.

b. Posters in local businesses

Discussion ensued.

c. SNAP/EBT Promotion in July (tentative)

Kandi Manhart reported there will be no promotion (1:1 dollar match from County to EBT customers); however, discussions will continue for 2014 Market Season. Discussion ensued.

9. Food Policy Council Update

Update provided.

10. Adjournment

Meeting adjourned at 4:56 pm by Chairperson Bruce Roundy.

Approved on July 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