



**ADVISORY COMMITTEE**

**MINUTES**

**DATE:** Tuesday, July 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. Tim Pedrozo – Pedrozo Dairy & Cheese Company (Orland) via Phone | Jason Beauchamp – Glenn County Dept. of Ag                                     |
| 2. Kathy Landini – Divide Ranch (Elk Creek)                        |  |
| 3. Timothy Mackie Behr Jr. – Garden Guys Nursery (Willows)         |  |
| 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  | Patricia H. Cashaw, Orland   |
| <b>OTHERS:</b>   | Jeanette Weddell, Ria Poldervaart, Lois Lyon - Friendly Garden Club            |
| Heather Baker, Heather Boer – B&B Farm Chicks                      | Vicky Nolta, Country Gal Catering  |
| Sasha Tkacheff, UMPQA Bank - Willows                               | Marcelle Flanagan, Sunflower Produce   |
| Jane King, Orland  |  |

**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                                     |
|   | Peggy White - Community  |
| RCD Board of Directors (Voting)                         | Candis Woods – RCD Associate Director / Community                              |
|   | Martin Cloyd – Volunteer   |

**1. Welcome & Introductions**

Called to order by Chairperson Bruce Roundy at 3:05 PM. Welcome and 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.**

- Jason Beauchamp spoke on Certified Farmers Market history and California's code of regulations.
- Chairperson Bruce Roundy spoke on history on Glenn County Resource Conservation District's grant which developed the Glenn County Certified Farmers' Market (GCCFM).
- Timothy Mackie Behr Jr spoke on the meaning of "Certified" from his point of view as a Vendor of the GCCFM and Vendor understanding of GCCFM rules and regulations.
- Jane King spoke on her concerns of a Vendor being suspended.
- Chairperson Bruce Roundy clarified no Vendor had been suspended to date; management has authority to write letters to participating Vendors following the GCCFM rules and regulations. He named Kandi Manhart as Acting Market Management due to previous Market Management submitting a resignation as of July 15, 2013.
- Heather Baker spoke on time concerns.
- Patricia H. Cashaw spoke on time concerns.
- Marcelle Flanagan spoke on time concerns.

**3. Approve meeting minutes from previous meeting**

Chairperson Bruce Roundy entertained a motion. *Mike Yalow moved to approve June 25, 2013 meeting minutes with the correct year. Kathy Landini seconded. Approved.*

**4. Approve Financial Report**

**a. Discussion and possible action on financial reports**

Kathy Landini presented report. Discussion ensued. *Mike Yalow moved to approve Profit and Loss and Balance Sheet as presented in draft form. Timothy Mackie Behr Jr seconded. Approved.*

**b. Discussion and possible action on General Store Vendor reimbursement**

Kathy Landini discussed Vendor items missing from Glenn County Fair's General Store in May 2013. Discussion ensued. *Kathy Landini moved to send a letter to Vendors whose items were missing stating the facts and offer to reimburse Vendor for their items if necessary to ensure a positive partnership. Tim Pedrozo seconded. Approved.*

**c. Procedures**

Kathy Landini presented procedures for handling booth/stall fees created by Kandi Manhart. Discussion ensued. No further action.

**5. Advisory Committee Review**

**a. Review committee members - ensure all voting members qualify**

**i. Review and discuss committee member attendance**

**ii. Review and discuss all committee members are meeting qualifications**

Chairperson Bruce Roundy lead discussion. Discussion ensued. Timothy Mackie Behr volunteered to contact committee member to remind them of Chairperson Bruce Roundy's letter to committee member.

**6. Advisory Committee Reports**

**a. DRAFT Business Plan – CHAIR Mike Yalow**

Mike Yalow provided report. Discussion ensued.

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

**i. Special Events Calendar**

Chairperson Bruce Roundy and Kandi Manhart provided report. Discussion ensued. Chairperson Bruce Roundy to volunteer leading promotion with Simple Gesture program in Orland; Jason Beauchamp to volunteer leading possible promotion in partnership with Willows Car Show.

**c. Vendor Relations – MARKET MANAGER Lisa Tietz**

Kandi Manhart provided report. Discussion ensued

**d. Operations – CHAIR Bruce Roundy / Kandi Manhart**

**i. Promotion and Marketing with Orland Pantry**

Chairperson Bruce Roundy and Kandi Manhart provided report. Discussion ensued.

**7. Promotions**

**a. Signs around Orland and Willows**

**b. Posters in local businesses**

Chairperson Bruce Roundy recognized Glenn County Farm Bureau for sponsored signs.

**8. Food Policy Council Update**

Update provided.

**Addendum:**

**1. Discussion and possible action to approve an interim Market Management plan for the remaining of the 2013 Market Season.**

Chairperson Bruce Roundy led the discussion. Discussion ensued. No action was taken; the GCCFM Advisory Committee and Kandi Manhart will coordinate Market Management for the next few weeks. Kandi Manhart was directed to release a Vacancy Announcement for the GCCFM Market Management Position and to review the current Position Description. Equipment will be stored at UMPQUA Bank – Willows for ease of coordination.

**2. Discussion and possible action to modify Market hours in Orland and/or Willows.**

Chairperson Bruce Roundy led the discussion. Discussion ensued. No action was taken; a survey will be developed for circulation in preparation of the 2014 Market Season.

**9. Adjournment**

Meeting adjourned at 5:28 pm by Chairperson Bruce Roundy.

Approved on August 6, 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