



Glenn County Certified

FARMERS MARKET

ADVISORY COMMITTEE

MINUTES

DATE: Thursday, September 12, 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. Sasha Tkacheff, UMPQUA Bank - Willows	
2. Marty Bailey/Molly Albright – Plants by Mel (Elk Creek)	
3. Kathy Landini – Divide Ranch (Elk Creek)	
4. Tim Pedrozo – Pedrozo Dairy & Cheese Company (Orland)	
5.	
6. Vacant	
7. Vacant	
8. Vacant	
9. Vacant	
RCD Board of Directors (Voting)	OTHERS:
1. Bruce Roundy	Heather Baker, Heather Boer – B & B Farm Chicks
2. Mike Yalow	Vicky Nolta, Country Gal Catering
OTHERS:	Kellie Wilson, Market Manager

ABSENT:

Vendors (Voting)	Individuals of the community, partners, and interested volunteers (Non-Voting)
Beck/Stephen Bernstein – Willow Creek Produce (Willows)	
RCD Board of Directors (Voting)	

1. Welcome & Introductions

Called to order by Chairperson Bruce Roundy at 3:00 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.

None.

3. Approve meeting minutes from previous meeting, August 6 – ACTION

Chairperson Bruce Roundy entertained a motion. *Kathy Landini moved to approve August 6, 2013 meeting minutes as presented. Tim Pedrozo seconded. Approved.*

4. Approve Financial Report

a. Discussion and possible action on financial reports – ACTION

Kandi Manhart presented report for Kathy Landini. Discussion ensued. *Tim Pedrozo moved to approve Profit and Loss and Balance Sheet, dated 09/12/2013, as presented in draft form. Marty Bailey seconded. Approved.*

5. Remaining 2013 Market Season

a. Update on Vendor Meetings held September 7th and 11th at Markets

Kelly Wilson, Market Manager expressed the need for both more customers and vendors at our market. Molly Albright and other vendors expressed the need to stay open through the end of the season.

b. Discussion on Vendor line-up in September and October

Kathy Landini, Molly Albright, B & B Chicks and Umpqua Bank expressed the desire to continue to the next market, last in September. Kelly Wilson discussed contacting vendors.

c. Discussion and possible action to close Orland and or Willows Markets early – ACTION

Discussion ensued. Action died, both markets will stay open as advertised.

6. Sub-Committee Reports and Updates

a. Operations – CHAIR Bruce Roundy/Kandi Manhart

Bruce Roundy discussed options for future market sites. Heather Baker expressed the need for additional signage, Molly Albright confirmed that she has the resources and the ability to create signage. Additional signage will be placed at Highway 32/South Street in Orland, Wood Street/Hwy 99 in Willows.

b. DRAFT Business Plan – CHAIR Mike Yalow

Mike Yalow presented Sasha Tkacheff suggested calling a meeting in October to review and finish the strategic plan. Once business/strategic plan is completed, committee sub-groups and assignments can be set for 2014. Strategic planning meeting to be announced.

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

Molly presented and expressed that musicians and other events are still interested in supporting the farmer's market.

d. Vendor Relations – Market Manager Kellie Wilson

Kellie Wilson discussed the sale of baked goods without business license at the adjoining Willows Chamber of Commerce Business Expo on the first Wednesday of the Month. Vendors discussed the conflict of certified farmer's market status with proximity and unfair business practices.

7. Planning for the 2014 Market Season

a. Schedule next meeting and list agenda items

Bruce Roundy discussed, planning meeting to be announced.

8. Food Policy Council Update

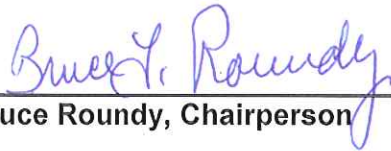
Chairperson Bruce Roundy provided update.

9. Adjournment

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

**Approved on October 1, 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