



ADVISORY COMMITTEE

MINUTES

DATE: Monday, March 31, 2014
TIME: 5:30-6:30 pm
LOCATION: Umpqua Bank
 160 N Butte St
 Willows, CA 95988

ROLL CALL:

| Vendors (Voting) | Individuals of the community, partners, and interested volunteers (Non-Voting) |
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| 1. Tim Pedrozo – Pedrozo Dairy & Cheese Company (Orland) | Jason Beauchamp – Agriculture Department |
| 2. Sasha Tkacheff – Umpqua Bank (Willows) | Kellie Wilson, Market Manager |
| 3. Kathy Landini – Divide Ranch (Elk Creek) | Ria Poldavaart – Friendly Garden Club |
| 4. Marcelle Flanagan – Sunflower Produce (Willows) | Terry Taylor-Vodden, City of Willows |
| 5. B and B farm Chicks (Willows) Heather, Paige and Emily Baker | Mary Muchowski |
| 6. | John Shovein |
| 7. | |
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| RCD Board of Directors | OTHERS: |
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| OTHERS: | |
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ABSENT:

| Vendors (Voting) | Individuals of the community, partners, and interested volunteers (Non-Voting) |
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| RCD Board of Directors | |
| None attended | |
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1. Welcome & Introductions

Called to order by Chairperson Tim Pedrozo at 5:34 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.

Heather Baker suggested finding a vendor that picks up extra produce from outside vendors to resell. Discussion ensued, no action item.

3. Approve meeting minutes from previous meeting, February 10, 2014 - Action

Chairperson Tim Pedrozo entertained a motion. *Kathy Landini moved to approve February 10, 2014 meeting minutes as presented. Sasha Tkacheff seconded. Approved.*

4. Approve Financial report - Action

Chairperson Tim Pedrozo entertained a motion. Sasha Tkacheff moved to approve financial report as presented. Emily baker seconded. Approved.

5. Advisory Committee

a. Present and approve marketing plan for 2014. Action

Marketing plan presented by Emily and Paige Baker. Marketing plan discussed by committee. Secretary Sasha Tkacheff entertained a motion to approve the plan and several actions to be immediately taken as follows: update GCCFM signs, print 250 signs through the Willows High School ROP program, purchase \$100 worth of branded GCCFM magnets, and create GCCFM banner. Additional items may be approved at the next GCCFM meeting when research is completed by marketing committee. Kathy Landini seconded. Approved.

b. Review and approval of GCCFM 2014 budget. Action

Kathy Landini presented. Sasha Tkacheff entertained a motion to approve the budget as presented. Marcelle seconded. Approved.

c. Fundraising committee, discussion and appointments. Action

Kathy Landini entertained a motion to appoint Sasha Tkacheff as chair, Tim Pedrozo as financial committee member. Emily Baker seconded. Approved.

d. Discuss market manager start date.

Mid April will be market manager start date.

6. Misc items for discussion only – Tim Pedrozo discussed Heather Baker's suggestion of a "gleaner" vendor and potential GCCFM liabilities.

7. Schedule next meeting and agenda items.

Next meeting scheduled for April 28th 2014 5pm to 6 pm at the Glenn County Farm Bureau, 831 5th St, Orland, CA 95963.

8. Adjournment


Meeting adjourned at 7:22 pm by Tim Pedrozo.

Approved on April 28, 2014 by the Glenn County Resource Conservation District's
Glenn County Certified Farmers' Market Advisory Committee.

Attested by,



Tim Pedrozo, Chairperson



Sasha Tkacheff, Secretary

