

**Winona Farmers Market Association
Spring Meeting 2011
Saturday, March 26 10:00 am
Minnesota Marine Art Museum
800 Riverview Drive, Winona**



Greetings, Market Vendors!

The WFM executive board and coordinator encourage all of you to attend the spring meeting on March 26. Important discussion and votes will take place on a number of items listed below in the tentative agenda.

STALL FEE UPDATE:

An annual stall fee increase from \$100 to \$150 was proposed at the October meeting. Pending approval of the stall fee increase at the upcoming meeting, all vendors will be required to pay a total of \$150 for the season. All returning vendors are encouraged to submit the existing stall fee of \$100 dollars to treasurer Sandy Dietz in advance of the spring meeting. The additional \$50 payment may be made at the meeting if the increase takes effect, but must be paid prior to May 7, the first day of the 2011 season. Additional charges will be determined for future winter market participants.

Please remember that returning vendors are only guaranteed use of their past stall(s) if payment is made prior to the new market season. It is recommended that all returning vendors send payment to treasurer Sandy Dietz in advance of the meeting if at all possible. Please send advance payments to: Sandy Dietz, 17485 Calico Hill Road, Altura, MN 55910

For those making payment at the spring meeting, payments will only be received by the treasurer at the conclusion of the meeting, with returning vendor payments accepted first, followed by new vendor payments.

Tentative Agenda for March 26 Meeting

**Executive Board Reports (President, Secretary, Treasurer, Coordinator)
Election of Officers**

Unfinished Business: Proposals for guideline and by-law changes made at the October 2010 meeting must be discussed and voted upon. Copies of the guidelines and by-laws will be available at the meeting.

Proposed change regarding safety/remaining in place for entire market time. (F. General Rules #1)

~~1. Market hours are: 7:30-12:00 PM or until sold out on Saturdays and 2:00-5:00 PM or until sold out on Wednesdays.~~ 1. Market hours are 7:30-12:00 PM on Saturdays and 2-6 PM on Wednesdays. Vendors should remain in place until the end of the market unless leaving with a vehicle is supervised by another vendor and can be done safely.

Board recommendation: Pass the added statement and change the Wed. market hours to 2-6 pm.

Changes in hours of operation for the market: (F. General Rules #1)

Board recommendation: Change Wednesday market hours to 2-6 pm, effective this season. Keep current hours for Saturday markets as those hours have been well-established with the public. (See change above.)

Additional recommendation: (E. Stalls #7)

~~7. A reserved stall may be used by another grower if the stall holder who has reserved said stall is not at the market one half hour after the start of the market.~~ A reserved stall may be assigned to a temporary vendor if the stallholder who has reserved said stall is not at the market by 7:30 am on any given Saturday. Stallholders must contact the coordinator or an officer when they know that they will not be present to use their stall on a Saturday.

Stall fee increase to \$150: (E. Stalls #3) *Board recommendation: Increase stall fee for the 2011 season to provide needed funds for hiring of coordinator and market promotion. Board considers the \$150 fee very reasonable when*

compared to other area markets. "Cushion" from previous years has been used up. Temporary stall fee increases would need to be determined.

Proposal on application process. (Add as B. Who May Sell? #2. All potential vendors must complete the Vendor Application and be approved by the board of directors.)

Board recommendation: Require that potential vendors complete the application prior to selling at market and acceptance be determined based on uniqueness of product and adherence to guidelines and by-laws. An application form has been developed and could be implemented immediately. Current vendors would also complete the application for informational purposes only.

Proposal to stop allowing fundraisers at the market. (Would require new by-law under B. Who May Sell?)

Board recommendation: We are concerned that complete elimination of fundraisers would cause the market's standing in the community to suffer. It could also be argued that fundraisers are no different than individual temporary vendors. We recommend the following:

- 1. Limit fundraisers to one per month, by approval of the executive board.*
- 2. Fundraiser groups must operate under WFM guidelines and by-laws and Minnesota farmers market laws. (For example, a bake sale must include only MN-approved home-baked goods, labeled and packaged according to state guidelines. We would rule out commercial product donations for fundraisers.)*
- 3. Since bake sales and plant sales are the most commonly requested fundraisers, our vendors of plants and baked goods could determine average price recommendations for fundraising groups.*
- 4. A packet containing all necessary information would be given to fundraiser groups.*
- 5. Fundraiser groups would be required to pay the temporary stall fee.*

Proposal to use WFM funds to provide support for the Dinner in the Gardens and voucher program in 2011.

Does not require a by-law change, but rather a one-time expenditure.

New Business: The following are new proposals from the board. These proposals would require discussion and a vote at the next meeting of the association.

Proposal #1: (Would require a change in D. Rights of Stallholders 1, 2, & 3) The board of directors shall establish seniority for stall assignments for new and returning vendors and shall establish a waiting list for new vendors. Established vendors will be given priority for changing stalls when a stall opens due to attrition. If there is more than one request for a change by an established vendor to move to an open stall, the new stallholder shall be chosen at random from those requesting the change.

Why: The board has difficulty pleasing everyone when there are multiple requests for stall changes from vendors. The board wishes to respect the seniority of established vendors. Equal seniority for current stallholders would be established from the date of this action forward.

Proposal #2 (E. Stalls #1) On Wednesdays vendors shall observe stall markers on island curb and shall park vehicles adjacent (bumper to bumper) to each other and parallel to curb.

Why: As an increasing number of vendors attend on Wednesdays, it is necessary to maintain a "tight" and appealing set-up for the market. Double stallholders on Saturday may use 2 stall sections on Wednesdays also.

Proposal #3 (add as I. Job Descriptions of Officers of the Association #3 d) The secretary shall keep updated paper and electronic files of all documents essential to the smooth operation of the association including the Guidelines and By-Laws.

Why: This duty is not currently assigned to any officer.

Proposal #4 (add as I. Job Descriptions of Officers #6. Market Coordinator) *Board recommendation: Add the contract/job description for the market coordinator after it has been updated.*

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