

WSFMA Annual Membership Meeting Minutes

Feb,6 2016 | Red Lion Hotel | Olympia, WA

Attendance:

Board Members		Board Members		Staff or Guests	
Kelly Lindsay	P	Colleen Donovan	P	Karen Kinney	P
Brian Estes	P	Stacy Carkonen	P	Jennifer Brown	P
Caprice Teske	P	Connie Allison	P	Vade Donaldson	P
Brittany Brown	P			Mahala Greer	P
Ann Foster	P				
Judy Kirkhuff	P	Advisors			
Tim O'Brien	A	Patrice Barrentine	A		

Present (In Person)= P / Present (Call-in) = C / Absent = A

Meeting called to order at 9:08am

60 Members in attendance: See end of these minutes.

Welcome: Kelly Lindsay

Introduction of staff and current board. Thanks to Brian Estes, Judy Kirkhuff and Colleen Donovan for their two years of service on the board.

Minutes: Kelly Lindsay confirmed that proper notice was given for the Annual Membership Meeting. Kelly presented the 2015 Annual Meeting Minutes for reading. Leigh Newman-Bell (Pike Place Market moves to suspend reading the minutes, Shane Laib (Walla Walla FM) seconds, all in favor.

Approve 2015 Annual Meeting Minutes: Julia Zander (Bremerton FM) moves to approve, Jill Quanstrom(Skagit) seconds, all in favor with no opposed or abstained. Motion passes.

Financial/Director's Report: Karen Kinney

- Our fiscal year changed this year to better coincide with our conference, allowing for conference expenses and income to be reflected in one budget year.
- We have over \$50k in cash and only payroll liabilities for the coming months.
- We submitted our application for 501c3 status on December 31, 2015. Our hope is that we receive approval of this within 6 months.
- WSFMA staff were able to visit 47 FM around the state.
- Printed 32,000 print directories to promote FM around the state.
- We hired consultants to help us develop our Business Plan. Details are listed in the 2015 Annual Report.
- Membership Applications will be emailed in the next few weeks. Everyone is encouraged to join WSFMA. Those dues help us do all our great work around the state.
- People around the country look to WSFMA and this conference as a model. We are proud of this!

WSFMA Board Member Elections

- Brian Estes reviewed expectations of board members. This is an exciting time to be a part of this organization and the board has some great opportunities in the coming years to help WSFMA to evolve.
- Review of current slate: 4 seats are outgoing (Brian Estes, Judy Kirkhuff, Tim O'Brien and Colleen Donovan).

- Kelly Lindsay reviewed nominations already submitted to the Board:
 - Zack Cook (Pike Place Market) – self nominated
 - Brian Estes (CCC -Spokane) – self nominated
 - Shane Laib (Walla Walla FM) – self nominated
- Kelly called for nominations from the floor:
 - Judy Kirkhuff (SFMA) – nominated by Teri Wheeler (Shoreline FM); nomination accepted
 - Nils Johnson (Chewelah FM /WSU) – nominated by Colleen Donovan; nomination accepted
 - Mary DiMateo (Olympia FM) – nominated by Connie Allison; nomination accepted
 - Colleen Donovan (WSU) – nominated by Mike McGregor (Wenatchee Valley FM) ; nomination declined.
- Nominees were given the opportunity to briefly introduce themselves to membership.

Conference Long Range Planning: Caprice Teske

- In 2015 a sub-committee of the Conference Committee was formed to evaluate possible scenarios for the annual WSFMA Conference.
- Based on feedback and surveys from attendees from the past three conferences, we confirmed that one of the most significant benefits we provide our members is education and networking opportunities. Attendees love being able to connect with markets and farmers from around the state!
- It was also evident that many market managers desire more intensive educational opportunities and avenues to benefit from deeper professional development. Market Managers are seeking ways to take their work “to the next level.”
- Unfortunately, WSFMA does not currently have the financial or personnel capacity to be able to offer multiple learning experiences annually. Based on our current capacity and on the above goals, the committee developed the following recommendation:
 - Starting in 2017, we hold our usual 3-day conference **every-other-year**, on odd years, taking advantage of the bi-annual legislative budget sessions. This will guarantee that we maximize critical mass and advocacy support to highlight issues of importance and to influence state budget decisions that impact our farmers market community. This conference will continue to involve farmers, new farmers markets, market staff, board members, and other constituents.
 - Beginning in 2018 (even years), we will hold “Market Leadership” mini-conferences (1.5-2 days) aimed specifically at market managers, board members and members involved in leadership of the markets. These conferences would be more intensive sessions focused on professional development, board strategies and upper management tools. Because these would be more focused sessions, there would be fewer breakouts and no exhibits.
- Large Conferences and Market Leadership Sessions will continue to take place around the end of January/beginning of February. A location has not been confirmed for 2017, but we anticipate being able to provide information in the next few months regarding several years worth of dates and locations to help with budgeting and building them into member schedules.
- Both of these opportunities will most likely continue to be located at a venue on the west side of the state within 1.5 hours from Seattle.

Questions from the Floor

- Karen Erickson (Everett FM) inquired about the status of our Treasurer position. Kelly stated that Joel Wachs had been serving in this role, but has stepped down. The Board and Karen having been providing oversight in the interim while we work on identifying a candidate with accounting knowledge to fill this role.
- Michelle Schmittler (Port Orchard FM) asked if farmers market certification could be a part of our deeper level of education. Kelly Lindsay affirmed that this could be a possibility and suggested that folks indicate their interest on the conference surveys.
- Patty Villa (Orting FM) is concerned that we may lose farmer input if we move to the every-other-year model.
- Jill Quanstrom (Mt Vernon FM/Regional Leads) expressed appreciation for the conference and the willingness of our community to share ideas and best practices.
- Romeo Ferrer (Maharlika Farm) inquired about the impacts of climate change on our farming community. Brian Estes confirmed that we have an opportunity to impact advocacy on the legislative side.

- Carrie Olson (Renton FM) mentioned that farmers market leadership’s lifespan is usually short and worries that moving to an every-other-year model might mean that some managers would lose out on critical education/networking opportunities. Carrie also added that we should support each other with free social media by liking and sharing each other’s posts.

Caprice Teske shared that the Long Range Planning Committee hoped that the Market Leadership sessions would help counteract some of the market manager attrition by providing tools and support that could help managers curtail burnout and develop professional skills that enhance their on-going work.

Karen Kinney mentioned that a WSFMA intern has liked all Facebook posts to increase member market’s social media presence. Shane Laib mentioned that \$5 Facebook boosts can be a very effective use of limited budgets.

- Kelly Lindsay mentioned that speaker materials will be available on line after the conference. A follow-up email will be sent out after the conference providing a link and opportunities for further feedback on the conference.
- Connie Allison (Tumwater FM) feels that we are missing the opportunity to support young adults on the autism spectrum in building their businesses. If you would like information on how to provide opportunities, please seek her out.
- Nikki Johanson (founding member of Poulsbo FM) supports the board’s desire to change the conference as she feels that farmers will benefit from management that has been provided leadership tools.

Rack Cards – Colleen Donovan

- As part of our FMPP grant, a rack card has been developed. These need to be distributed to Chambers of Commerce, Tourism Bureaus, Museums, and other strategic areas. Members are requested to take rack cards home and distribute in your region by March 31st, know where they went, and provide contact information, so we can follow up and find out what happened with them and measure impacts.
- An updated Market Manager’s Toolkit will be released soon.

Election Results

- Judy Kirkhuff (SFMA), Nils Johnson (Chewelah FM /WSU), Zack Cook (Pike Place Market), Brian Estes (Catholic Charities of Spokane)
- Thank you to everyone who ran. The Board will be in touch to identify other ways in which you can participate and support our work!

Prizes distributed.

Nils Johnson (Chewelah FM) moves to close meeting. Amanda Milholland (Jefferson County FM) seconds. Motion passes.

Meeting adjourned at 10:12am

Anacortes FM	Historic Lewis Co FM	NFM-Phinney	PP Express-S Lake Union	SFMA-Madrona
Bellevue FM – Saturday	JCFM-Chimacum FM	NFM-Univ District	Port Angeles FM	SFMA-Wallingford
Bellevue FM – Thursday	JCFM-Pt Townsend FM	NFM-West Seattle	Port Orchard FM	Shoreline FM
Bellingham FM-Dwntown	Mercer Island FM	Orting Valley FM	Poulsbo FM	Snohomish FM
Bellingham FM-Fairhaven	Mount Vernon FM-Sat	OVMF-Okanogan	Proctor FM	South Perry FM
Bremerton FM	Mount Vernon -Wed	OVMF-Omak	Puyallup FM	Suquamish FM
Carnation FM	Mukilteo FM	Pike Place Market	Queen Anne FM	TFM-6 th Ave
Chewelah FM	NFM – Capitol Hill	PP Express-1 st Hill	Renton FM	TFM-Broadway
Everett FM	NFM-Columbia City	PP Express-City Hall	Salmon Creek FM	TFM-Eastside
Friday Market Everett Mall	NFM-Lake City	PP Express-Intl District	Salmon Creek-Legacy Hosp	TFM-So. Tacoma
Gig Harbor Waterfront FM	NFM-Magnolia	PP Express-Microsoft	SFMA-Ballard	Olympia FM
Tumwater Town Ctr FM	Vashon Island FM	Walla Walla FM - Downtown	Walla Walla-Heritage Pk	Wenatchee Valley FM