

**BETHANY BEACH FARMERS MARKET  
BOARD OF DIRECTORS MEETING**  
Saturday February 13, 2016 - 10 AM  
Town Hall Council Room

**BBFM BOD Present:**

**Carrie Bennet \***  
**Jenn Carter \***  
**Larry Fishel \***  
**Maggie Lowman \***  
**Doug Mowrey \***  
**Nancy Sanger \***  
**Margaret Young \***

**BBFM BOD Not Present:**

**Henry Bennet --**  
**Jerry Morris --**

**BBFM Group Present:**

**Rich Lowman \***

**BBFM Group Not Present:**

**Dan Costello**  
**John Himmelberg**  
**Cullen Langford**  
**Clair Loftus**  
**Julie Malewski**  
**Tracy Mulligan**  
**Mary Lou Tietz**

**CALL TO ORDER 10:19**

**APPROVE MINUTES 5/17/15**

**Discussion:**

**Motion: Margaret Maggie**

**Second: Maggie**

**Discussion:**

**Vote: Aye**

**TREASURERS REPORT**

**Discussion: Nancy...**

**Good year for us – 2 things –**

**1. Increased Vendor Fees**

**2. More volunteers**

**Maggie asked why/if fee will increase each year**

**Carrie – ads (Sea Colony – good) so we need to cover it – past history... people not willing to give \$20 during the season, so why not do it up front – not much to ask**

**Margaret – if we go with \$50 increase, are you saying that the extra \$50 is going for the thank-you ad? Carrie – well it does cover it and it was good PR**

**Nancy – 2014 in red \$2500 – now in the black again!! 2630.12 includes BBLA seed money – prediction: if we can continue with the volunteers, and police/town presence – it was great**

**Carrie – somebody from the board needs to be there during the market – things worked well**

**Doug – insurance policy – the \$130 could be dropped – will save us money – Doug suggested use of a form for the accounting**

**Motion: Maggie**

**Second: Doug**

**Discussion:**

**Vote: Aye**

#### **BOARD DECISIONS**

**Dates 2016 Market – June 12 to September 4 = 13 Market Sundays (includes Labor Day)**

**Use extra Sunday as incentive for fee increase**

**Discussion:**

**Motion: Maggie**

**Second: Nancy**

**Discussion:**

**Vote: Aye**

**Food Safety Courses – Attendees – Vendors + Others – March 7, 2016**

**Discussion: Carrie – presented info on the incident(s) last summer**

**Discovered VIOLATION – A vendor was not compliant – similar violation in other market when vendor repeated the violation – such behavior could affect the whole market –**

**Carrie presented the Food Safety packet – our rules and bylaws need boosting for clarity....maybe add warning to the ‘rules’ – put together a letter Producers’ Only for growers to sell ONLY their own produce...Henry composed – can trace produce to the farm – FSMA...federal regulation put into play last October – Congress put this ACT into motion – growers need to adhere to these**

**State is pushing for Grower/vendor education on the subject**

**Motion: Carrie – to require all vendor/growers to attend the DE Cooperative Extension (UDE) Food Safety Course (created/designed precisely for BBFM)**

**Monday, March 7, 2016 – will receive a certificate good for 3 years**  
**To send a letter Monday that requires a representative (owner or who works the market) from each Vendor to attend the free course**  
**This action would protect the Market and Vendors/Growers**  
**The Growers' application/agreement will be distributed AT the course**  
**Second: Jenn**  
**Discussion:**  
**Vote: Aye**

**Vendor VACANCY – lots of interest –**

The vacancy will be filled by the Board when a suitable vendor is found

**Vendor Fees - \$400**

**Discussion:**

**Motion: Maggie – They were \$350 – will be increased to \$400 for the season**

**Second: Margaret**

**Discussion:**

**Vote: Aye**

Bylaws – Final Approval

Changes

‘at will’ vendor – add to Vendor Agreement Letter

Larry is going to research **language** for ‘at will’ for vendor letter/agreement

Doug – propose that the last sentence on pg 4 section 4 says that “report to the Board on the financial condition of the corporation and shall have the responsibility for the filing of **‘all required documents and fees for federal, state, and local levels’**

**Discussion:**

**Motion: Doug to edit/adapt the change in bold above**

**Second: Larry**

**Discussion:**

**Vote:**

**Market Master – Doug served in this position along with Carrie – Doug agrees to continue this season**

## **ADVERTISING**

Playbook

Coastal Point – Carrie – 450/ea for Sea Colony – Carrie suggests each pay half for combined ads

Rack Cards – Nancy – Marylou – no dates on the last ones that we can reuse – need to delete EVF

vendor – Margaret – no dates so we can reuse Nancy will get in touch with Marylou to reorder

Yard Signs – Marylou orders them - they’re at Dan’s house – Nancy will get in touch with Marylou

Magnets

## **MERCHANDISE**

T-Shirts + totebags – Dan has them – Nancy, Margaret, + Marylou will take care of this

T-Shirts – Nancy was going to ask Dave taking the original tshirts and adding something to the back (Jenn had offered redesign last year) add a couple of toddler sizes – women want Nancy’s yellow shirt – suggesting 10 different types of shirts and sizes from Dave and see what sells

Totes  
T-Shirts  
Walk Through History

**Web Site** (Twitter, Face Book, Instagram)

Cullen couldn’t be at the meeting – sent note to Doug (presented)  
Jenn discussed Twitter and how fun it was for vendors + clients – suggested that the Web address be printed on all items (Tshirts, tote bags, and cards – if not already there)

**ELECTIONS**

**Doug presented the process – Nominating Chair (Jerry Morris) leads process of contacting BOD members whose term is up and continue with the process**

**Terms that expire now:**

**NANCY SAGER  
MARGARET YOUNG  
HENRY BENNETT**

**Jerry absent so no nominations – Doug will commission Jerry to begin the process**

Nominations:

1. ---
2. ---
3. ---

**Open Discussion**

Carrie – Henry constantly boots on the ground and thinks about/is concerned all year!

**Special Session Topic:**

**Vendor Food Safety Violation**

**ADJOURNMENT at 12noon**

**Motion: Doug to adjourn**

**Second: Maggie**

**Discussion:**

**Vote: Aye**

**NEXT MEETING – Annual Meeting - May 7**

**(Not needed but it’s here!)**

**Motion: Maggie** - April 7 – all proper paperwork and fee to participate due

**Second: Carrie**

**Discussion:**

**Vote: Aye**