

Ithaca Farmers' Market
Board of Directors Meeting
February 23, 2005

- 7:05 Call to Order. In attendance is Jan, Anton, David, Peter, Deb, Cathy and Robert.
- 7:10 Approval of the minutes from the meeting of 2-9-05 has been tabled until the next meeting.
- 7:15 Manager's Report. The Tompkins County Chamber of Commerce would like to hold an event at the Pavilion on June 8th or 15th (both are Wednesdays), between 1PM and 9PM. The event is "Showcase Tompkins County", a mini-trade show for businesses who are members of the Chamber of Commerce. By unanimous consent it is agreed to donate the space for free.
- The Master Gardeners Association would like to attend the April 30th Saturday Market. The Master Gardeners are affiliated with the Cornell Cooperative Extension. They would like to have an opportunity to hand out literature, enlist people to attend classes, etc. They are willing to set up outside the pavilion if there are no available booths.
- 7:20 Ginny Gartlein (Chairperson of the Advertising Committee) arrives to give report for Advertising Committee. There are more members on the Ad. Committee this year. The Ad. Committee is organizing its procedures and practices designed towards establishing a higher degree of accountability. They have been working with Anton (Treasurer) to create a practical budget for 2005, and are looking at a budget for 2006. There was some kind of mistake with the Pennysaver publication. Roughly three times the amount of ads have appeared than were previously contracted for. In the future, bills for advertising services will come directly to Ginny, and after processing, will be forwarded to Cathy. There is going to be a tighter organization of contracts with advertising vendors. Robert added that the protocols for 2005 have been established with WVBR radio station. A discussion followed concerning the viability of radio advertising in general, and its demographics.
- 7:37 Deb had to leave the meeting early.
- 7:38 Finance committee could not meet because of members' schedules. In the previous meeting the Board gave permission to Cathy to transfer funds from First Niagara to AFCU, into a checking account. Cathy asked if she could open a corresponding savings account as well. The Board agreed. Jan asked Anton to direct the committee heads to organize their individual budgets.
- 7:45 Jan would like to see more initiative on the parts of the committees, thereby lessening the need for the Board's involvement on specific projects. Anton agrees, and sees that as one way to lift the Board's tendency to micromanage individuals and their projects.

- 7:50 Board Development. Jan is looking into the prospect of conducting workshops designed to address Board practices. The goal would be to train the Board to act more productively. Anton agrees and added that he would like to see the IFM BOD act more in a visionary capacity, as opposed to a managerial capacity. He would like to see meetings run more efficiently. He would like to see more camaraderie on the Board.
- 7:57 Website Update. Jan reports that the website is looking good, and it should be up and running before the annual spring meeting. Jan would like to talk about staffing the IT Committee at the next Board meeting. Anton has expressed an interest in enabling each individual member to manipulate the text and photos on their own page. Cathy says that she will be able to maintain some aspects of the information for the website; phone number and address changes, etc. Peter would like to be involved in that aspect as well.
- 8:05 Liability Insurance Coverage. Robert has contacted the IFM insurance carrier and has questioned the need for individual members to carry their own liability insurance. They are going to copy our policy and mail it to him. The initial impression is that if vendors selling at the market are members of the market; pay dues, fees, etc., then they might be exempt from having to carry additional insurance. If vendors are not members they would likely have to carry their own insurance. There will be an update at the next Board meeting. Peter would like to know the cost breakdowns for different levels of insurance coverage.
- 8:08 Friends of the Market. Anton spoke with a lawyer who specializes in issues related to 501C3/C6 statuses. The lawyer outlined a likely chronology for the IFM in obtaining 501C3 status. A 501C6 is a trade organization whose primary purpose is to enhance business conditions for a category, geographic or otherwise (for example; the North end of Ithaca). Once we become a C6 organization, we would then be regarded by the IRS as a non-profit organization. At that point it is easier to establish a C3 status. Anton and Jan met with Sciarabba & Walker, the IFM accounting firm, and discovered that the IFM did apply for a C6 status in 1975, and were denied at that time. Anton called back the C6/C3 lawyer, who offered to file a new C6 application for the IFM. The cost will be approximately \$1100. He would need letters of incorporation and other credentials to do so. Anton asks the Board for its approval to proceed. The response is a unanimous "yes". He reminds us that the purpose of this step is to enable us to facilitate our later application for C3 status.
- 8:23 Work Hours. Cathy asks that she be permitted to manage the work hours in its entirety, according to her job description. All agree.
- 8:26 After studying a survey which was taken at the end of last season, it is by major consensus that the Board feels it must adjust the hours of operation. Anton makes a motion that we adopt the following hours of operation. David seconds. The result of the vote is a unanimous "yes".

Sunday

Begins on the 1st Sunday in May
Ends the last Sunday in October

10 AM – 3 PM

Saturday Begins on the 1st Saturday in April
Ends the Saturday before Christmas
9 AM – 3 PM April through October
10 AM – 3 PM November through December

Thursday Begins on the 1st Thursday in June
Ends on the Thursday before Labor Day
3 PM – 7 PM

Tuesday Begins the 1st Tuesday in May
Ends the Tuesday before Halloween
9 AM – 2 PM

9:00 Right to Vote for Associate and Easy Entry Level Members. Discussion. David explains that the Board initially created the Associate level of membership in an attempt to maintain the 60/40 ratio of Ag. vendors to Food and Craft vendors. Anton feels that if the Associate and Easy Entry vendors, who are essentially Food and Craft, are given a right to vote, the voting power of Ag. Vendors could be marginalized. Another alternative to consider would be eliminating the Associate level altogether and give those former Associate members all rights that full members have. The Easy Entry level would remain. This discussion is tabled until the next meeting.

9:52 Adjourned.