

Ithaca Farmers' Market
Board of Directors Meeting
February 9, 2005

- 7:04 Call to Order. In attendance is Jan, Deb, Marie, Peter, David, Robert, and Cathy.
- 7:07 Arrive Anton and Karma
- 7:10 Jan signed 2004 IFM Tax return, which was prepared by Cathy.
Arrive Cheryl.
- 7:12 Managers' Report. Cathy has been conferring with Christi Sobel regarding the upcoming newsletter. It will include information on the upcoming stall auction. The Annual Spring Membership Meeting is set for March 15, and will be held at the Department of Human Services in Ithaca. The Spring Pavillion Cleanup is scheduled for March 19, with a raindate of March 26. The Stall Auction will take place on March 19, regardless of weather conditions. There will be 5 booths in the auction: 3 in the circle end, and the 2 dockside corner booths. Cathy paid \$10 admission fees to attend a Farmers' Market conference in Binghamton on March 2. Cathy has been asked to be a judge in the upcoming Ithaca Chili Cookoff. Cathy has received 1 application for a craft membership and has passed it along to the craft committee for consideration. Cathy has been meeting with Mary Graham concerning setting up an application for the website which will record and calculate work hours. Cathy showed the Board members an example of the website's progress on her laptop computer. On the first weekend of April there will be a screening of the film on the IFM, which was made last season by two Cornell students. More details on that will follow.
- 7:21 Executive Session: See attached rider.
- 7:31 Exit Executive Session
- 7:31 Finance Committee Report. Anton presenting. Anton met with the Advertising Committee, and is working on an advertising budget for 2005. Different members of the Advertising Committee have been assigned to be responsible for different aspects of the budget. (One person is in charge of radio ads, one person is in charge of newspaper ads, etc.) At the moment Anton thinks a budget of \$20,000 might cover the expenses, but the realm of the committee might have to be expanded. He and the Ad. Committee are considering creating an "Outreach Committee", which would oversee all operations dealing with presenting the IFM to the public and community. Outreach would include marketing and advertising, educational programs, community services, etc. The Board has requested that at the next meeting a formal proposal for such a restructure be presented. At that time Anton will also present a formal budget to the Board.
- 7:52 Food Committee Report. Cheryl presenting. The Food Committee is preparing a survey to be sent out to all food vendors asking what they sell, information on sales, and speculation on the affects on their sales. They are also trying to gather a list of people who might be interested in serving on the Food Committee. The Food Committee is organizing a fundraising event for Tsunami Releif. The proposed date of the event is March 26, and will be held at the Women's Community Center in Ithaca. The Food Committee will meet on February 16 to formalize details. A vote was called for all those in favor of supporting the effort. The result of the vote was 8-yes, 1-abstain.
- 8:14 Buildings and Grounds Committee Report. Jan presenting. Members of the committee met with Steve Gibion, architect, regarding the weatherization of the pavillion. Discussed were

code requirements, logistics, etc. Also discussed was the possible reconfiguration of the parking lot to allow for more spaces along the north boundary fence. The gazebo is very close to being finished. Deb will contact a professional design firm who specializes in parking lot design. A request was made to replace the floors in the bathrooms. Some of the floorboards inside the pavillion, particularly near the entrances are revealing excessive wear. A speculation is that vehicles are not being sufficiently hindered from entering the pavillion. A request was made for a barrier of some kind to be constructed.

- 8:31 The Board agrees that the IFM should participate in the Ithaca Festival Parade this year.
- 8:32 Jan met with representatives of Alternatives Federal Credit Union (AFCU), the organization hosting the IFM's ATM machine. AFCU reported lost revenue because of the ATM, and has expressed a degree of dissatisfaction with the arrangement.
- 8:45 The Board voted on whether to open a checking account with AFCU, as a gesture of goodwill, but continue to leave its interest bearing funds with First Niagara Savings Bank. The result of the vote was 9-yes.
- 8:46 Friends of the Market. Anton presenting. Jan, Cathy and Anton met with Monica Roth to gather insight into the creation of such an organization. Anton contacted other Farmers' Markets throughout the US, and questioned them on protocols, procedures and structural information.
- 9:15 Robert will investigate the needs for liability insurance coverage by the IFM and its members, and will present a report and a motion, if necessary, for the next meeting.
- 9:25 Discussion on work hours, particularly for the jobs of bathroom cleanup and trash collection. The Board is considering selecting these two jobs for outside contract. More information will be presented at the next meeting.
- 9:33 Adjourn.