

Ithaca Farmers' Market
Board of Directors Meeting
April 13, 2005

- 7:05 Call to order. In attendance are Jan, Cathy, Deb, Cheryl, Peter, Dave, Anton and Robert.
- 7:09 Proposal – Rules of Order. Anton presenting. The overall intent of this proposal is to establish a protocol for constructing an agenda for BOD meetings. A procedure will be established for setting business on the table, and for advancing it. Anton explains that the protocols are designed to help facilitate meetings with more efficiently. (The detailed proposal can be obtained from Anton.)
- 7:19 A motion is made by Anton to adopt Rules of Order on a three-month trial basis (rejectable at any time within that period -- 2/3 vote required). A vote to adopt Rules of Order permanently will held at that time. Peter seconds. Discussion around the table appears to be in uniform support of trying it out.
- 7:29 Vote. Unanimous yes.
- 7:15 Guest presenter Jim Hardesty arrives. Chairperson of the Permanent Booth Committee.
- 7:30 Jim is presenting his observations, and the consensus of other vendors, regarding long-range reformation of the circle end of the pavilion.

Suggestions (taken from Jim's survey of vendors, and from the BOD discussion):

- Raise the benches surrounding the four center posts from sitting level to a higher level to display flowers and plants.
- Cancel the music, in whole or in part, limit types of music, size of bands, etc.
- Remove tables and chairs, either in whole or in part. Provide some minimal type of seating.
- Combine booths 73 and 74 into one booth, and place it under the same level of expectation as a corner booth.
- Change the physical structure to affect the natural bottleneck, perhaps eliminate a booth and create a formal entrance.
- Hang banners, flags, etc.
- Assign certain higher-profile "destination" vendors to circle-end booths.
- Add supplemental lighting, including translucent roof panels.
- Add "directions/promotions" on the chalkboard-sandwich boards.
- Demonstrational stuff, interactive sculpture.

- 7:53 Jim concludes by saying that he will continue to monitor and observe the dynamics of the space, and will report further findings as they arise.
- 7:53 Fritz ____ and Lou Johns, representing the Buildings and Grounds Committee, arrive for guest presentation. The committee would like to purchase a pressure washer for cleaning the pavilion, and request \$300 – \$400 for this equipment. The committee would also like to

purchase a tractor/back-hoe, and request \$3,000 – \$4,000 for this equipment. They explain that the committee uses these pieces of equipment to maintain the pavilion, grounds and parking lot on a regular basis. They have previously been renting, or paying on a per-use basis, which is no longer cost effective, relative to the frequency of usage. The tractor would also be available to mow the grass, which would represent a significant savings to the IFM as we currently pay for this service. The committee would also like to purchase and install rain gutters for the entire pavilion. It is suggested that the expense might be covered by the building improvement grant, which the IFM has received.

The committee inquires about the protocol for working within a budget. Anton (Treasurer) tells them that for small purchases they should simply proceed and submit all receipts, but for larger purchases, such as the ones they are currently requesting, they should seek BOD approval. (Some of the building improvement grant will go toward increasing the size of the office, perhaps by adding a second floor, and for building a storage shed. These projects are being discussed with architect Steve Gibion.) Fritz and Lou also presented a plan for reconfiguring the parking lot, which would provide an additional 58 parking spots. These plans are being discussed with Joann Cornish; Department of City Planning and Development, and with Rick Manning; Waterfront Trail. We are reminded that 3 conditions of the building improvement grant are that the funds be used to improve weatherization, signage and physical changes to the building, with some degree of flexibility. Fritz also asks that the use of tarps be extensive to the entire pavilion, or at least an entire side, or the purpose would be defeated. Even one “untarped” booth can present a significant break in the barrier. Those vendors who refer to their vehicles during service-time can have their tarps specially outfitted to “seal” their booths.

8:24 Fritz and Lou conclude, and thank the BOD for the opportunity to make their presentation.

7:56 Marie arrives.

8:24 Market Manager report. Cathy presenting.

The attendance of vendors at the first day of market was down by 4 (from 45) from last year, and attributes the decrease to the inclement weather. The second week was even (53) with last year’s attendance for that day. The signs made by Susan Rollings are in place on Route 13, and look great. The Superintendent of Public Works reviewed the IFM lease with the City for the Tuesday market and informs us that we are contracted to stay until 1:00 PM, but will be permitted to stay until 2:00 PM. We will have to pay an additional \$1.00 per space per hour. Anton has suggested that we look into constructing a permanent sign at DeWitt Park informing the IFM’s schedule of operation. The IFM still has a checking account at 1st Niagara Saving Bank, because of monthly overlaps. Cathy is in the process of closing it out. Cathy inquires about a music budget, specifically for Thursday night. Cathy reminds us that we need to claim the money awarded by the Ag and Market Grant, or we risk losing it. The raffle of the quilt from last season brought in a total of \$582.

8:32 A motion is made by Anton. Peter seconds. The IFM should take the money from the quilt raffle and allocate it in the following way:

\$332 to go the Children’s’ Garden in Cass Park

\$250 to go to the purchase of a \$500 trail stone on the Waterfront Trail
\$582
(Plus \$250 matched by IFM to go to the purchase of said Trail Stone)

7 voted yes
1 (Cheryl) voted no

8:37 Food Committee report. Cheryl presenting. The Food Committee would like to add up to 3 members on the Food Committee. Interested in joining are Dennis Queso (spelling? sorry), John Tamburello, and Kristof Ostlund. The Food Committee spent \$499. of the funds allotted to them for the Tsunami benefit.

8:43 A subject is introduced by Deb, which is followed by a motion made by Jan. Peter seconds. Increase the salary of the market manager, the amount and the conditions to be decided upon at a later time.

(Results of vote missing – sorry, Robert.)

8:49 Proposal followed by a motion – 25% Rule. Cheryl presenting. Anton seconded. Cheryl is proposing that the rule concerning 25% attendance by the owner/principle of a business be enforced as it is written. Discussion reveals a unanimous support of the rule, but also reveals a division on the definition of the term “owner/principle”.

3 voted yes (Cheryl, Marie, Dave)
3 voted no (Deb, Peter, Jan)
2 abstain (Robert, Anton)

9:21 Presentation made by Peter. I.T. Committee.
Peter outlined the overall structure of the I.T. Committee, and defined its purpose. The function of the I.T. Committee is to gather all information pertinent to the IFM and its members from various sources, organize it and dispense it in appropriate formats, namely newsletters, websites, memos and letters, etc. The nature of the information would be accessible to descending levels of recipients. That is, certain information should be privileged to the BOD and Market Manager, to the committee chairs, to the membership, and to the general public. He pointed out that the website, or the newsletter, for example, might have a person, or group responsible for its operation, but would operate under the jurisdiction of the I.T. Committee.

9:45 Proposal made by Peter that the I.T. Committee be structured this way, and that a chair and co-chair be named by the Board President. Anton seconded.
The discussion which followed indicated a collective support, and the vote was a unanimous yes. Jan named Peter as Chair of the I.T. Committee, and Anton as Co-Chair.

9:47 Adjourn.