

Farmers Market Advisory Meeting
February 23, 2022 6pm
Pitt County Extension Office with Virtual Option

AGENDA

1. Review of Minutes – October 2021
2. Market Manager update
 - a. Facility repair
 - b. New vendor approvals
 - c. Events for 2022
3. Advisory Member Updates from Vendors
4. Extension Director updates
 - a. Restructuring with new county manager
 - b. Civil Rights review
 - c. Budget requests for 2022-23
 - d. Review of holidays for 2022 and advisory meetings
 - e. Double Bucks update
 - f. Advisory members – new member procedures
5. Annual vendor meeting
 - a. Date – Monday March 14, 2022
 - b. Items for Agenda
 - c. Changes to bylaws and procedures
 - d. New member for advisory board
6. Other Business

MINUTES:

Advisory Members Attendance: Jean Spong, Joni McLawhorn (via zoom), Mary Hardy, Andy McLawhorn, LaRita Johnson, Leigh Guth, James Rhodes – Assistant County manager

Public attendees: Jennifer Hartnell, Sam Hardy, Deborah Howard, Bill Burke, Jean Sokolofski, Patty Roseman, Wendy Stallings, Scott Johnson

1. Review of Minutes – October 2021

Motion to accept: Andy McLawhorn; seconded Joni McLawhorn

Roll call vote: Andy McLawhorn – yes; Jean Spong – yes; Mary Hardy- yes; Joni McLawhorn - yes

2. Market Manager update – LaRita Johnson

- a. Facility repair – Buildings and Grounds installing drain in front and another down the side of the building. This should help stop the flooding of the market office and at the first vendor area.
- b. New vendor approvals
- c. Events for 2022
 - Pumpkin contest details: preorder 10/1 – 10/22; photos due 10/26; winners announced 10/28 with three winners.
 - LaRita would like to take over the newsletter going to vendors and customers
 - 700 Tote bags donated by Vidant – begin the tote bag giveaway soon
 - March Easter Egg Hunt with East Carolina Village and Farm Museum April 2, 2022; 2 separate age groups for hunt and a basket raffle; LJFM doing radio ad, candy for eggs and treat baskets; Village will do free interview on TV and candy for eggs.
 - Advertising switched to 107.9
 - Wants to be open Wednesday before Thanksgiving
 - Wants to be open New Years Eve for the Hardys
 - Wants Holiday market as usual with paid Santa and Ms Santa – need to get on their calendar. Need to set date for craft show.
 - Explained RAFI Double bucks are going well
 - Requests storage building - shared several designs and quotes. Approximately \$5,000.
 - Need to improve advisory response to approving new craft vendors.
James Rhodes says LaRita must record how advisory members vote on craft applications.

3. Advisory Member Updates from Vendors

- a. Andy – most feedback is positive; complaints about lack of local produce; positive about facility and cleanliness
- b. No other advisory member had updates to share

4. Extension Director updates

- a. Restructuring with new county manager –

Introduced James Rhodes as assistant county manager serving as the liaison from Farmers Market to the County Manager. He wants us to formalize advisory meetings to run in a manner similar to other Commissioner appointed commissions and boards. Chair and vice chair run the meetings and help set the agenda. They will also run Vendor meeting with support from staff. May add a public comment section along with time guidelines.

Jean Spong volunteered for vice chair. Andy McLawhorn; Joni McLawhorn and Mary Hardy vote yes.

Joni McLawhorn nominates Andy McLawhorn for chair: Joni McLawhorn, Jean Spong, and Mary Hardy vote yes.

b. Civil Rights review

Reviewed NC State's protected classes and reminded all we must work to make sure everyone is included and treated fairly.

c. Budget requests for 2022-23

Members have today's YTD budget report. Market Manager asking for \$5,000 request for storage shed. Need \$200 in postage since Extension office has covered mailing previously. Market Manager requests an event line item. \$200 more in office supplies since already over budget now.

Motion to approve \$5,400 additional request for shed, postage and office supplies: Motion – Mary Hardy; Second Joni McLawhorn

Joni McLawhorn, Andy McLawhorn, Jean Spong and Mary Hardy vote yes.

d. Review of holidays for 2022 and advisory meetings

Veterans Day: Friday Nov 11 – open regular hours

Thanksgiving: Wednesday Nov 23 – open 8 to 12

Thursday, Friday and Saturday CLOSED

Christmas: Friday December 23 – open 8 to 12

Saturday December 24 – closed

New Years Friday, December 30 – CLOSED

Saturday, December 31 – open 8 to 12

Motion by Jean Spong; second by Mary Hardy

Jean Spong, Mary Hardy, Joni McLawhorn, Andy McLawhorn vote yes

Advisory Meetings – Tuesdays : April 12
 July 12
 October 11 at 6pm

Motion by Mary Hardy; second by Jean Spong

Jean Spong, Mary Hardy, Joni McLawhorn, Andy McLawhorn vote yes

Calendar for Year 2022 (United States)

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- e. Double Bucks update
Explained new incentive program. Since January \$178 Snap dollars purchased. 163 snap tokens and 164 double bucks tokens redeemed.

 - f. Advisory members – new member procedures
Explained procedures to apply and the criteria to serve. It is custom to ask members who have attended 75% of meeting if they want to serve a second term.
One grower and one at large seat need to be appointed. The vacant grower seat was vacated mid term. Advisory can recommend for a vacated seat but that seat expires in April 22. There are several applications in the county managers office for consideration. Will vote by written ballot at vendor meeting.
5. Annual vendor meeting
- a. Date – Monday March 14, 2022
 - b. Items for Agenda
Changes to bylaws and procedures
New member for advisory board
6. Other Business
- Comments from vendors attending-
- Wendy Stancil: Need changes in advisory council to reflect other vendors at market. Need parliamentarian and secretary to operate council with Roberts Rules of Order
- Patty Roseman: People from outside of market don't understand the market. Changes need to be made to Constitution to allow more craft vendors to have say. More information needs to go to the vendors.
- Scott Johnson: We need vendors to use their advisory members more.
- Jennifer Hartnell: Can we consider a "new vendor package" with all important information? Need to improve our social media presence.
- Deborah Howard: I have asked to be moved to the front building for some time. Recently I was told I had no say at the market and that there were other markets I could attend if I wasn't happy.
7. Meeting was adjourned at approximately 8:10pm.