

Leroy James Farmers Market Advisory Committee – Third Quarter Meeting

The Leroy James Farmers Market Advisory Committee Third Quarter meeting will be held at 6:00 pm on Tuesday July 11, 2023. The meeting will be conducted in person at the Pitt County Community Schools and Recreation Arts and Crafts Room, 4561 County Home Road, Greenville, NC.

1. Call to Order/Roll Call
2. Approval of April 11, 2023 minutes (Attachment 1)
3. Public Comment

ADMINISTRATIVE MATTERS

4. Adopted Policies – Effective July 1, 2023
 - Rules of Procedure
 - Policies & Standard Operating Procedures
 - Policy Enforcement Procedures / Farm Inspections (Attachment 2)
5. Review of 2023 Market Schedule (Attachment 3)
6. FY 23-24 Budget Update
7. Improvements to Farmers Market Facilities
 - Landscaping
 - Ceiling Repair
 - Parking/Traffic Circulation
8. Advertising/Marketing for Market Activities
 - Website
 - Facebook
 - County Employee Gift Certificates
9. Manager's Report
 - SNAP/Double Bucks
 - Weekly Clean up of Booths
 - Upcoming Events and Activities
 - Donation Station

INFORMATIONAL ITEMS

10. Upcoming Policy Committee Dates: October 10, 2023, and January 9, 2024 at 6:00pm at the Community Schools and Recreation Building
11. Adjourn

DRAFT - April 11, 2023
Farmer's Market Policy Committee Meeting

1. Call to Order/Roll Call

Policy Committee Members in Attendance: Andy McLawhorn, Chair; Jean Spong, Vice-Chair; Patty Shegas; Wilbert Futrell.

Absent: Mary Hardy

Staff in Attendance: LaRita Johnson; James Rhodes; PJ Andrews; Hannah Smith; Matt Stevens.

2. Approval of Previous Meeting Minutes (March 14, 2023)

Previous Policy Committee minutes- Wilbert Futrell made a motion to approve; Jean Spong seconded. McLawhorn; Shegas - all in favor. Minutes approved.

3. Public Comment

Chair opened the floor for public comment. There were two requests to address the board during this section; they were recognized by the chair and given three minutes to share their comments. The following is a brief summary of those comments:

Wayne Heiser: Shares that WITN has free advertising available, suggests LaRita or another vendor contact them for more information.

Patricia Shegas: Begins her comments by stating that she would like to invite the BOCC for a "Meet & Greet" at the market. Ms. Shegas feels that there is a need for a Q&A type of event between county commissioners and vendors at the market before they are asked to approve changes to market procedures. Shegas then reports to the policy committee incidents that she feels are harassment by other vendors at the market - she has emailed the market manager and county staff as well. After some discussion, it is decided that any further incidents or discussion will be handled by the market manager and county staff if necessary.

ADMINISTRATIVE MATTERS

Chair recognizes James Rhodes to review discussion and recommendations for changes to the standard operating procedures.

4. Restructuring of Constitution and Bylaws (Attachments 2 and 3)

Mr. Rhodes gives a brief review of proposed changes and revisions along with an overview of previous discussion to remind committee members of what has led to options presented tonight.

Committee is first asked to review and approve changes to Leroy James Farmers Market Advisory Committee Rules of Procedure. After review, Wilbert Futrell moved to accept all changes as presented; Jean Spong seconded - all in favor. Motion carries. Rules of Procedure are approved.

Committee members are then asked to approve revisions to the Leroy James Farmers Market Policies and Standard Operating Procedures. The following is a record of votes taken on individual items:

Section 5.1 - All vendors must achieve "market-certification", documenting that they actually grow, produce, or create their items per market policy. "Market-certified" vendors are accepted from:

- a) Those counties surrounding Pitt County (Martin, Edgecombe, Beaufort, Craven, Lenoir, Greene, and Wilson).
- b) Within 50 miles of the Leroy James Farmers Market.
- c) Within 50 miles of Pitt County.
- d) Within the State of North Carolina.

Exception for seafood vendors.

After review and discussion Wilbert Futrell moved to accept revision "a"; Jean Spong seconded. Motion passed by a vote of 3 to 1 (Futrell;Spong;McLawhorn with "aye" and Shegas with "no").

Vendors must be the original producer of:

- a) A majority of agricultural products, homemade baked goods, or artisan products sold in their booth space.
- b) 75% of items sold April-August, 50/50 remainder of the season.

After review and discussion Patricia Shegas moved to accept revision "a"; Wilbert Futrell seconded. Motion passed by unanimous vote.

Committee members were then asked to take a vote on the entire document as proposed, with approved revisions. Wilbert Futrell moved to accept the Policies and Standard Operating Procedures as presented with approved revisions; Jean Spong seconded. Motion passed by a vote of 3 to 1 (Futrell;Spong;McLawhorn with "aye" and Shegas with "no"). Policies and Standard Operating Procedures were approved by majority vote.

5. 2023 Market Schedule (Attachment 4)

The Market Schedule was recommended and voted on at a previous policy committee meeting. Several proposals for changes have been made and after review by the committee, the Market Schedule will remain as approved at previous meetings with no changes.

6. FY 23-24 Budget Update

James Rhodes reported that the budget meeting for the Leroy James Farmers Market went well and that the market was in good shape for FY 23-24.

7. Improvements to Farmer's Market Facilities

Mr. Rhodes shares that developments for connecting to sewer service are complete. Improvements and changes to the parking lot are moving forward, surveying has been done and the county anticipates having the parking lot completed before June 30, 2024.

8. Advertising/Marketing for Market Activities

The Pitt County Public Information Office continues to promote and advertise for the Market via Facebook and the Pitt County website. Information is pulled from provided vendor information so vendors should check regularly to ensure appropriate information is being shared. Individual vendors should also be marketing and reaching out to customers for their individual businesses, as the county is focused on promoting the market as a whole.

9. Manager's Report

LaRita Johnson, Market Manager, gives an update on DoubleBucks. WellCare has provided \$2,000 to extend the DoubleBucks program which is being tracked through the county. Ms. Johnson reminds vendors to clean and sweep up their booths at the end of each market week. States that she does take care of the middle aisles and other shared spaces throughout the market. Taneisha Armstrong from Cooperative Extension is working on monthly tastings at the market as well as setting up a donation station.

INFORMATIONAL ITEMS

10. Upcoming Meeting Dates

The policy committee will meet on Tuesday, July 11, 2023, October 10, 2023, and January 9, 2024 at 6:00pm in the Arts and Crafts Room at the Pitt County Community Schools and Recreation.

11. Adjourn

Chair McLawhorn adjourned the meeting at 7:22 pm.



**Leroy James – Pitt County Farmers Market
Agricultural Grower Vendor – Farm Inspection Form**

Vendor Name: _____

Date of Inspection: _____ Inspection Conducted by: _____

Crop(s) in Production: _____

Available Equipment: _____

Acreage/Greenhouse(s) Available: _____

Please check one of the following:

___ 1. I have seen the garden, farm, and/or other facilities necessary to produce what this vendor is selling and believe he or she is in compliance with market policies and procedures.

___ 2. I am not satisfied that the vendor visited is producing a majority of items he or she is selling and request that the additional information and/or policy concerns cited below be addressed by _____ or vendor membership may be terminated.

___ 3. Inspection incomplete due to _____

Comments: _____

Documentation attached (photos, site notes, etc.): _____

Signed: _____

Date: _____

2023

-JANUARY-

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-NOVEMBER-

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-DECEMBER-

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Total Market Days:

- 51 Saturday Markets
- 31 Friday Markets

Dates of Note:

- Tuesday, March 14, 2023: Annual Vendors Meeting
- Saturday, March 25, 2023: Season "Kickoff"
- Wednesday, November 22, 2023: Thanksgiving Market