

Tennessee Association of Farmers Markets
Meeting Minutes, 03/14/2019
Zoom

Board Members Present:

Charlotte Tolley
Barbara Garrow
Hal Pepper
Tasha Kennard

Richard Gallagher
Joni Roberts
Victoria Raschke

Kasi Haire
Debbie Ball

The meeting was called to order by Charlotte Tolley at 9:34 a.m.

Barbara moved to pass the minutes, seconded by Joni, the minutes were passed.

Kasi provided the conference update indicating that the conference went well with 556 participants. The conference check should arrive soon. Next year's conference is February 20-22, 2020, and the conference name will be rebranded to reflect coverage of more than just Pick TN Products.

Barbara stated that 16 more members need to be added and Greenlight was up to date as of March 13, 2019.

Charlotte asked whether conference registration indicates the type of entity so we can determine who went to the various workshops. Kasi said the conference information should arrive by the end of the month. The Board discussed ways to be more visible at the next conference since TAFM was in a back hallway at this conference. Charlotte suggested adding information to the conference packet and sending and email to communicate our location. Tasha said that next year Amy Tavalin is requiring the hotel to provide the entire conference area rather than sharing it with another conference as happened this year. Next year, each association can have a booth outside the trade show area at no extra cost and the table outside the workshop room will be secondary. Also, next year each association will coordinate the workshops and the conference as a whole. Debbie noted that in the past, there were no tables at all and the conference came a long way. The rebranding will alleviate confusion about who is running the conference by will not affect sponsorship by TDA. The Board discussed the Beekeeper Association's good efforts at providing education and marketing about their organization. Kasi and Victoria will plan the conference next year.

The Board discussed the TAFM member benefit and fee structure. The associate members don't vote but could be anyone – not just vendors. Barbara noted that rural markets are often run by volunteers but pay \$50 for membership and recommended a sliding scale. Charlotte agreed that larger organizations should pay more than small, rural markets. Tasha recommended that there should be one vote for a large organization rather than votes for each market they manage. Tasha proposed a 3 –tier option (single, multiple, associate) and a 4 –tier option (single, multiple, large multiple, and associate) for membership. Charlotte and Barbara agreed that with Little Green Light it is difficult to coordinate emails with markets with multiple contacts. Victoria recommended keeping a separate list in Mail Chimp for newsletter and not in Little Green Light.

Barbara announced that the Board must elect officers now that the Board was elected at the annual meeting. Current officers should indicate whether they are still interested in serving. Barbara is willing to serve until she retires and will work with new treasurer for a while.

The Board next discussed providing member benefits such as free attendance at the fall meeting in West Tennessee except for the lunch fee, a badge for TAFM membership on the website with a link; an events calendar on TAFM website; and member marketing information at the TAFM table. Tasha recommended printing something with benefit information. Debbie indicated that the grant would not pay for marketing, but educational materials were OK. Charlotte suggested a member only login with access to resources.

The Board discussed potential topics for the fall meeting including a hemp growing workshop and the cost for the meeting attendance. Nonmembers who attend the fall meeting could be charged an associate member fee. It was noted that the Tennessee Agritourism Association charge \$300, which covered everything except one meal, and that the fall meeting should not be free. The speaker cost fee should be covered by everyone. Charlotte noted that we need to include the cost of meals for speakers.

The conference budget for TAFM will be \$1500 again in 2020. Amy Tavelin is analyzing which associations use the \$1500 and will send by the end of the month. This amount covers speaker mileage, hotel, meals, registration and hospitality room cost. Tasha will forward TAFM's accounting to Barbara when she receives it from Amy.

Hal Pepper announced that he is retiring and that Jerod Bruin would be filling the position. Hal will help him plan upcoming workshops. Hal indicated that 106 participants attended the last 4 bootcamps, with an average attendance of 26 at each bootcamp. TAFM is plugged at Center for Profitable Agriculture workshops.

Charlotte asked about conference surveys and Tasha indicated that they were completed on hard copies. Victoria indicated that there were email follow ups as well.

With no questions or other issues to be raised, Charlotte Tolley moved to adjourn with a second by Joni. The meeting was adjourned at 10:43 a.m.