

Tennessee Association of Farmers Markets
Meeting Minutes, 04/11/2019
Zoom

Board Members Present:

Charlotte Tolley
Hal Pepper
Richard Gallagher

Joni Roberts
Victoria Raschke
Steve Brehm

Kasi Haire
Debbie Ball

The meeting was called to order by Charlotte Tolley at 9:40 a.m.

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

Kasi provided the conference evaluation update indicating that 26 people surveyed were market managers. The suggested course ideas for next year's conference are: insurance, advertising, grants, sponsorships, volunteer recruitment, new market development, market laws/regs, produce vendor recruitment. The 8 associations can work together for a common goal. There were 90 classes at the conference and we need more combined classes. TAFM could partner with fruit growers association and there could be more plenary sessions.

Victoria gave update that she is working on grant for toolkit for markets to use for festivals, etc. Debbie acknowledged receipt of the grant via email. The TAFM webpage is being refreshed and updated including listing members and adding a calendar for special events. Market managers should email Victoria with newsletter items. Social media pages are getting good engagement.

The Board discussed that hemp, specialty crops and rural markets are good topics for the fall meeting. Richard and Victoria are working on having the fall meeting in Martin.

Hal announced that he has decided to delay retirement for now, and he gave an update on upcoming webinars. The first series running from May to November on the 1st Wednesday in a Lunch & Learn format focuses on 7 habits for effective farmers and the second series running September 24 to March featuring workshops on Excel & tools to evaluation farm revenue. The CPA is teaming with Kentucky on some of these workshops. Debbie will share these events with Pick TN, and her schedule of events is clear for September/ October.

Charlotte sent the membership fee structure options via email and Board members should email their preference of Option 1 or Option 2 to the Board.

With no questions or other issues to be raised, Charlotte Tolley moved to adjourn with a second by Joni. The meeting was adjourned at 10:01 a.m.