HOMER FARMERS MARKET

2016 Annual Meeting
Saturday, January 16, 2016
12pm @ Kachemak Community Center
Today’s Agenda:

- Welcome/Introduction
- Homer Farmers Market Grant
  - Presentations from 2016 Recipients: Smallpond Daycare & Flex High School
- Overview of 2015 Market Season
- Poster and T-shirt Designs Contest
- Update on the Division of Agriculture/Alaska Grown Program
- Overview of the USDA Farmers Market Promotion Program Grant
- 2016 Board of Directors Election Results
- Member Poll
- Questions/Feedback
Introductions and Welcome

- Current Board President, Scott Miller
Membership Poll 1: I am attending the meeting as:

A. Current Vendor
B. Potential Vendor
C. Supporting Member
D. Other

- Current Vendor: 70%
- Potential Vendor: 19%
- Supporting Member: 5%
- Other: 5%
Homer Farmers Market Grant: 2015 Recipients Flex High School & Smallpond Daycare

Grant Projects funded:
- 2013- Haven House Chicken Coup Project
- 2013- Ember Jackinsky, Winter Hardy Seed Cultivation
- 2014- Lori Jenkins, Farmer Education Resources
- 2014- Little Fireweed School, Hydroponic Growing
- 2015- Flex High School, School Garden
- 2015- Smallpond Daycare, Learning Garden
- 2016- APPLY SOON!
2015 Numbers: Attendance

- Overall, we had more visitors in 2015 than in 2014
- We will begin tracking attendance for Wednesdays in 2016
2015 Numbers:
Types of Membership (out of 110 Members)

- Crafter: 35%
- Producer: 41%
- Prepared Food: 12%
- Supporting Member: 3%
- Non Profit Member: 9%
2015 Numbers: Full Season vs Space Available

- Full Season Grower: 23%
- Full Season Craft: 19%
- Space Available Grower: 31%
- Space Available Craft: 27%
Use of SNAP Benefits was down in 2015; Matching Program was cut by the State.
2015: Numbers – EBT Swipe Program

<table>
<thead>
<tr>
<th>Market Coins Purchased</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Market Coins Purchased</td>
<td>$13,920</td>
<td>$20,140</td>
<td>$46,880</td>
<td>$67,340</td>
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The Market paid out over $2,000 in merchant fees during 2015!
2015 Overview: Events
2015 Overview: ETC

- Kids Activities, CACS returned for a 2nd year and will continue in 2016
- Redesigned Website: www.homerfarmersmarker.org
2016 Poster & Apparel Design Contest
Update on the Division of Agriculture/Alaska Grown Program

- Paul Castellani
Overview of the USDA Farmers Market Promotion Program Grant (FMPP)

- Why did we apply for the grant?
- What will it fund?
- Questions?
FMPP – A Grant?

2014 Farm Bill

USDA Operations

Private Contracts

Loan Programs

Competitive Grants
FMPP – A Grant!

The 2014 Farm Bill allocated $34.4 million for competitive grants to support local and regional food systems!

$13.3 million was awarded to 164 Farmers Market/CSA projects around the country!

The Homer Farmers Market received $81,345 over TWO YEARS!!

HFM grant funding from the State Division of Ag cut in 2014 (~$10,000)

Katy, Supplies, EBT matching
$81k

Board Development

Outside FM conferences (1/yr)

HFM Food Demos

Vendor Training

Statewide Conference (2017)

Katy (full)

Robbi (extra time)

All Advertising

All merchandise

All fees & dues
FMPP Budget Breakdown

Short-term funding to improve long-term sustainability, engagement and community presence!
Overview of Other Homer-area Agriculture Projects

- South Peninsula Hospital Wellness Program/Veggie Request
  - Employee benefit now includes repayment for LOCAL CSA boxes
  - Contact Bonita Banks, at 235-0285
- Chef looking for consistent local veggie supplie
  - Contact Bette Seaman, 235-0320

- Kenai Peninsula Food Hub
  - Local Foods Promotion Program
  - Cook Inletkeeper
  - Contact Robbi, 235-4068 ext 23

- Wild Berry Emporium Market
  - Contact Scott at 907-399-6289
2016 Board of Directors Election Results

- Scott Miller, Board President
- Overview of Nomination and Election changes
- Announce 2016 Board Members
- Board Officers to be elected at February Board Meeting
Membership Poll 2: The Board is considering changing the official Market Hours on Wednesday from 3pm-6pm to 2pm-5pm. Which Wednesday hours do you prefer?

A. 3pm-6pm (keep the same)
B. 2pm-5pm (change the time)
C. 2pm-6-pm (Lengthen time)
D. No preference
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C. 2pm-6-pm (Lengthen time)  
D. No preference
Membership Poll 3: Would you like to see the Wednesday market start earlier (ie. June)

A. Yes
B. No
C. No preference

82%
9%
9%
Questions/Feedback
Wrap-up

• Full Season Vendor Applications are due TODAY!
• Save the date: A Night at the Movies Fundraiser
  • Thursday, April 14th- Homer Theatre, 6pm
• April 4th- t-shirt/poster designs submissions DUE by 5pm
• April 18th- HFM Scholarship Applications are DUE by 5pm
• May 21st- Market Set-up Day, 12pm
• May 28th- First 2016 Saturday Market
• Early September- Zucchini Festival
• September 24th -Harvest Party/Turkey Raffle Drawing

THANK YOU