2021 VIRTUAL ANNUAL MEETING
SATURDAY, JANUARY 30, 2021
12PM VIA ZOOM
Guest Speaker: Lorne Carroll, AK Public Health Nurse

Overview of 2020 Market Season

Financial Highlights

2021 Policy and Market Changes

2021 Board of Directors Election & Results

Call for Poster Design

Meet our new Farmers Market Director!

Questions/Feedback
Virtual Meeting Etiquette
Robbi Mixon, Director

• **Be kind.** We won’t always agree, but we can agree to treat each other with compassion and respect.
• This meeting will be **recorded**; please turn your camera off if you don’t wish to be on the recording
• Keep yourself **muted**, unless you’ve been called on to speak
• We will mute you if necessary
• If you have a question, **type into the chat box** – Kyra will be monitoring and let us know when questions arise
• Calling in by phone? Check your email or our website for the PDF of this presentation
Welcome Message

Scott Miller, Board President
Homer Farmers Market: Mission Statement

The Homer Farmers Market welcomes all growers of farm, garden, and greenhouse produce to participate in a weekly market. The Homer Farmers Market was established in 2000 to aid in the development of a sustainable local agricultural community for the benefit of the greater community of the Kachemak Bay area by:

- Being an outlet for producers of small quantities of products.
- Providing the consumer with an opportunity to purchase excellent garden/farm fresh products.
- Expanding economic activity.
- Fostering consumer-producer education and relations.
Homer Public Health Nurse: Lorne Carroll

Contact Lorne: (907) 235-8857 or lorne.carroll@alaska.gov
Limit one shopper per household & please shop quickly to reduce exposure.

Cover your mouth and nose.

Follow directional signs posted at entrances, exits, and throughout the market.

Maintain social distancing: keep 6 ft. from other shoppers and vendors.

Shop Safe & Local at Farmers’ Markets

Have fun, enjoy the fresh air & delicious local products!

Wash all produce as soon as you get home. Visit food Safety.gov for tips on how to wash your produce.

Use handwashing/sanitizing stations when appropriate.

Do not enter the market if you:
- are sick
- have any COVID-19 symptoms
- were in a high-risk area within the last 14 days
- have been exposed to anyone who is sick or traveled out of state

No pets except for certified service animals.
### 2020 Overview: Numbers - Saturday Attendance

#### Average Visitors Weekly (by hour):

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>209</td>
</tr>
<tr>
<td>2019</td>
<td>157</td>
</tr>
<tr>
<td>2018</td>
<td>154</td>
</tr>
<tr>
<td>2017</td>
<td>146</td>
</tr>
<tr>
<td>2016</td>
<td>146</td>
</tr>
<tr>
<td>2015</td>
<td>131</td>
</tr>
<tr>
<td>2014</td>
<td>111</td>
</tr>
</tbody>
</table>

*(18,900 total Saturday Visitors!)*
2020 Overview: Numbers - Wednesday Attendance

Average Visitors Weekly (by hour):
- 2020: 67 (3,600 total Wednesday Visitors)
- 2019: 68
- 2018: 48
- 2017: 55
2020 Overview: Memberships by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Memberships</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>115</td>
</tr>
<tr>
<td>2013</td>
<td>131</td>
</tr>
<tr>
<td>2014</td>
<td>110</td>
</tr>
<tr>
<td>2015</td>
<td>114</td>
</tr>
<tr>
<td>2016</td>
<td>117</td>
</tr>
<tr>
<td>2017</td>
<td>112</td>
</tr>
<tr>
<td>2018</td>
<td>112</td>
</tr>
<tr>
<td>2019</td>
<td>113</td>
</tr>
<tr>
<td>2020</td>
<td>66</td>
</tr>
</tbody>
</table>
2018 Overview:

Membership Types (112)
- Producer, 29
- Crafter, 16
- Prepared Food, 16
- Non-Profit, 1
- Supporting Community Member, 4

- 66 (2020 total)
- 113 (2019 total)
- 29 producers (42 in 2019)
- 8 prepared food (22 in 2019)
- Only 4 crafters (limited at opening)
- 1 non-profit
- 4 community supporters
- Some vendors never vended but asked for us to retain membership fees
2020 Full Season vs. Space Available

- FS Craft, 3
- FS Producer, 13
- FS Food, 7
- SA Craft, 13
- SA Producer, 11
- SA Food, 9
- Non-Profit, 1
- Supporting Member, 4

[Diagram showing the distribution of memberships]
Financial Highlights

- Finished year with a small profit, thanks to several grants and community donations

  - Community Support – THANK YOU!! ($23,505!!)
    - Homer Foundation City of Homer Grant: $5,700
    - Homer Foundation COVID Response Grant: $2,500
    - CARES ACT – State of Alaska: $9,505
    - Alaska Farmers Market Association Grant: $1,600
    - Quest Matching Anonymous Donor: $5,000
    - Homer Garden Club: $1,200

- Low Merchandise Sales & Market Coin Sales/ Transaction fees

- Much lower membership and booth fees collected
  - Memberships: $1,650 (2020) vs. $2,975 (2019)
  - Booth Fees: $9,200 vs. $21,600 (2019)
2020 Grants & Community Support

Anonymous Donor
2020: Numbers – EBT Swipe Program

QUEST SALES

- 2011
- *2012
- *2013
- *2014
- 2015
- 2016
- 2017
- 2018
- 2019
- *2020

Quest Sold
Quest Match

$0.00 $1,000.00 $2,000.00 $3,000.00 $4,000.00 $5,000.00 $6,000.00 $7,000.00 $8,000.00
2020: Market
Coins & Quest
-Mandy Bernard, EBT
Coordinator & Wed. Manager

Sales by Year: All EBT Transactions

MARKET COIN  SNAP
### 2020: Numbers – Market Coins

#### Market Coins Purchased

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$13,920</td>
<td>$20,140</td>
<td>$46,880</td>
<td>$67,340</td>
<td>$76,320</td>
<td>$61,840</td>
<td>$74,770</td>
<td>$79,617</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

#### Market Coins Sold

![Market Coins Sold Graph](image)
Policy Updates for 2021 Season

We will be operating the same as in 2021, with the hope that we can loosen restrictions as the COVID19 situation improves.

http://www.homerfarmersmarket.org/covid19.html

• COVID 19 Protocols
• Decision Making Timelines
• Application Deadlines
## Market Decision and Operation Timeline for Moving Forward with our 2021 Season

<table>
<thead>
<tr>
<th>DATE</th>
<th>Task/ Decision</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 30th, 2021</td>
<td>Applications &amp; Safety Plans: OPEN</td>
<td>This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements</td>
</tr>
<tr>
<td>April 2nd, 5pm</td>
<td>Applications &amp; Safety Plans: DUE</td>
<td>This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements</td>
</tr>
<tr>
<td>April 5th</td>
<td>BOD &amp; Staff Review of Applications</td>
<td>This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements</td>
</tr>
<tr>
<td>April 12th</td>
<td>Vendors are notified of vending status</td>
<td>Vendors can be provisionally approved if there are outstanding issues with their application</td>
</tr>
<tr>
<td>May 3rd</td>
<td>All membership and booth fees due; Market BOD will decided opening Wednesday date</td>
<td>You may lose your vending space if fees are not remitted by this date; if you are having issues paying, let us know and we’ll work something out if possible; BOD will reassess 2021 protocol/operations</td>
</tr>
<tr>
<td>May 22nd</td>
<td>Market Set-up Day</td>
<td>Here we go! We have a plan... let’s see how it works...</td>
</tr>
<tr>
<td>May 29th</td>
<td>First Saturday Market</td>
<td>Here we go! We have a plan... let’s see how it works...</td>
</tr>
</tbody>
</table>
# Market Decision and Operation Timeline for Moving Forward with our 2021 Season

<table>
<thead>
<tr>
<th>DATE</th>
<th>Task/ Decision</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2\textsuperscript{nd} or July 7\textsuperscript{th}</td>
<td>First Wednesday Market - TBD</td>
<td>BOD will determine start date in May, when we have more information</td>
</tr>
<tr>
<td>June 7\textsuperscript{th}</td>
<td>BOD &amp; Staff – First Market Debrief</td>
<td>What worked, what didn’t, what can we do better….</td>
</tr>
<tr>
<td>July 5\textsuperscript{th}</td>
<td>BOD &amp; Staff – First Market Month Debrief</td>
<td>Any adjustments needed? Do we need to tighten up or loosen?</td>
</tr>
<tr>
<td>August 2\textsuperscript{nd}</td>
<td>BOD &amp; Staff – Half Way Through the Season Debrief</td>
<td>Any adjustments needed? Do we need to tighten up or loosen?</td>
</tr>
<tr>
<td>September 6\textsuperscript{th}</td>
<td>BOD &amp; Staff – Monthly reassessment</td>
<td>Any adjustments needed? Do we need to tighten up or loosen?</td>
</tr>
<tr>
<td>September 25\textsuperscript{th}</td>
<td>LAST OFFICIAL MARKET for 2021</td>
<td>If you are vending post season, please let manager know; remove your booth within two weeks of this date ($25/week late fee applies)</td>
</tr>
<tr>
<td>October 4\textsuperscript{th}</td>
<td>BOD &amp; Staff – End of Market Season Debrief</td>
<td>Create end of season customer and vendor surveys; review market season successes and failures</td>
</tr>
</tbody>
</table>
# Market Decision and Operation Timeline for Moving Forward with our 2021 Season

<table>
<thead>
<tr>
<th>DATE</th>
<th>Task/ Decision</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 30(^{th})</td>
<td>Last day for post season vending</td>
<td>All booth materials, structures, etc. must be removed from the site - $25/week late fee applies and may affect your eligibility to vend in the future</td>
</tr>
<tr>
<td>November 1(^{st})</td>
<td>BOD Mtg – Deep Dive into 2021 Season</td>
<td>Review survey results, amend policy, create plan for 2022 season</td>
</tr>
<tr>
<td>December 6(^{th})</td>
<td>BOD Mtg – Preparing for 2022</td>
<td>Set annual meeting date, set fees for 2022, etc.</td>
</tr>
</tbody>
</table>
Call for Artists!

2021 Poster Design Contest

HOMER FARMERS MARKET 2020
On Ocean Drive • May 30 — September 26

Saturdays 10am – 3pm
Starting July 1 • Wednesdays 2pm – 5pm

Thank you for wearing a mask and please bring cash in small increments.

CALL FOR ARTISTS 2021 POSTER DESIGN CONTEST

- must be clear/large enough to be printed up to 11 x 14, or on a variety of items
- original artwork/photography only
- themes should celebrate the Homer Farmers Market and its community
- must be submitted by April 12, 2021
- informative text will be added by the HFM to your design
- you may submit up to 3 designs
- Two-three entries will be chosen and awarded a $100 prize each
- Chosen designs will be used exclusively by the Homer Farmers Market and may be used in other promotional material
- Email ONLY entries to: homerafarmersmarket@gmail.com
- Chosen artists will receive a $100 prize
Upcoming Opportunities:

Save the dates:

- February 23rd – AK Cottage Food Producers Workshop: https://www.akfoodpolicycouncil.org/new-events
- April 8th – Salmon Safe Agriculture Webinar: Details coming...
- April 9th – Alaska Farmers Market Association One-Day Summit: Details coming... info@alaskafarmersmarkets.org
- Stay connected – Homer Soil & Water Newsletter: nicole@homerswcd.org
2021 Board of Directors Election

Scott Miller, Board President
◦ What the Board Does
◦ Introduce slate of candidates
  ◦ Marsha Rouggly
  ◦ Tessa Drais
  ◦ Kyra Wagner

VOTING INSTRUCTIONS:
Select up to 3 members to fill 3 open seats on the Board of Directors
2021 Board of Directors Election

VOTING INSTRUCTIONS:

• You, if you have paid at 2020 membership fee, were emailed a ballot
• Open the link sent to you if you haven’t
• Select up to 3 members to fill 3 open seats on the Board of Directors
Drum Roll
Please...
2021 Board of Directors Election Results

Welcome 2021 Board Members:

1. TBD
2. TBD
3. TBD

Board Officers to be elected at February Board Meeting.
Staffing Update

• We hope to have all staff return for 2021!

• Let’s meet our newly hired Director, Lauren Jerew!

• Please have patience as Lauren learns the job

• We’ll solidify our staff plan in the next month
Reminder!

Email us Website
Listing Updates

http://www.homerfarmersmarket.org/vendors.html
Questions/Feedback

homerakfarmersmarket@gmail.com
907-299-7540