



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*

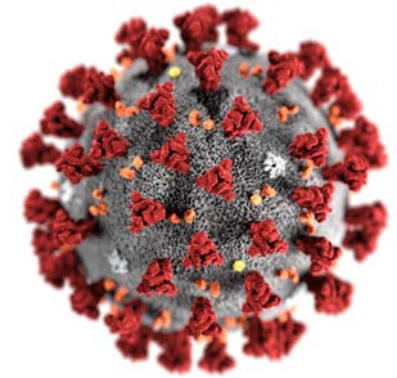
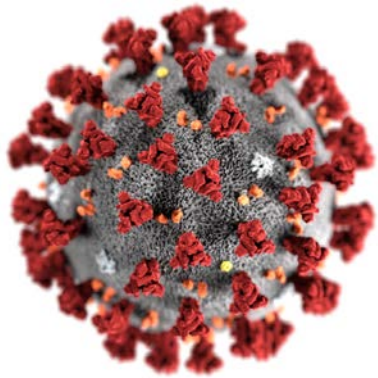


Homer Farmers Market: Mission Statement

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



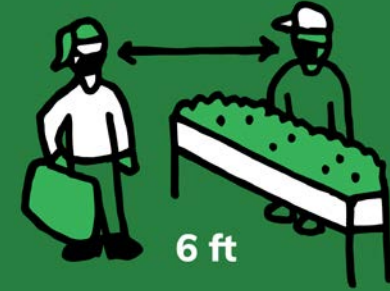
Contact Lorne: (907) 235-8857 or lorne.carroll@alaska.gov



Limit one shopper per household & please shop quickly to reduce exposure



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



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



Cover your mouth and nose

**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 [fns.usda.gov](https://www.fns.usda.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 •
• traveled outside the state in 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):

- 2020: 209
(18,900 total Saturday Visitors!)
- 2019: 157
- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111

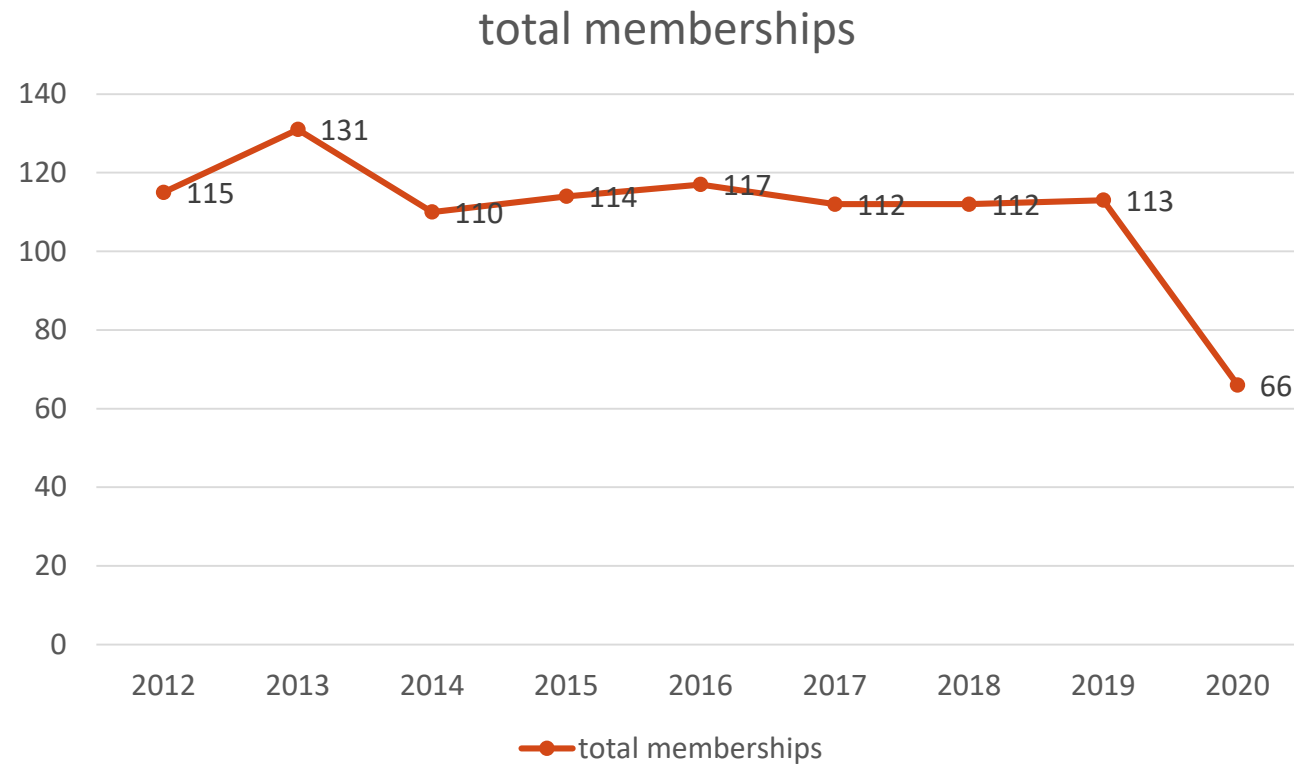
2020 Overview: Numbers - Wednesday Attendance

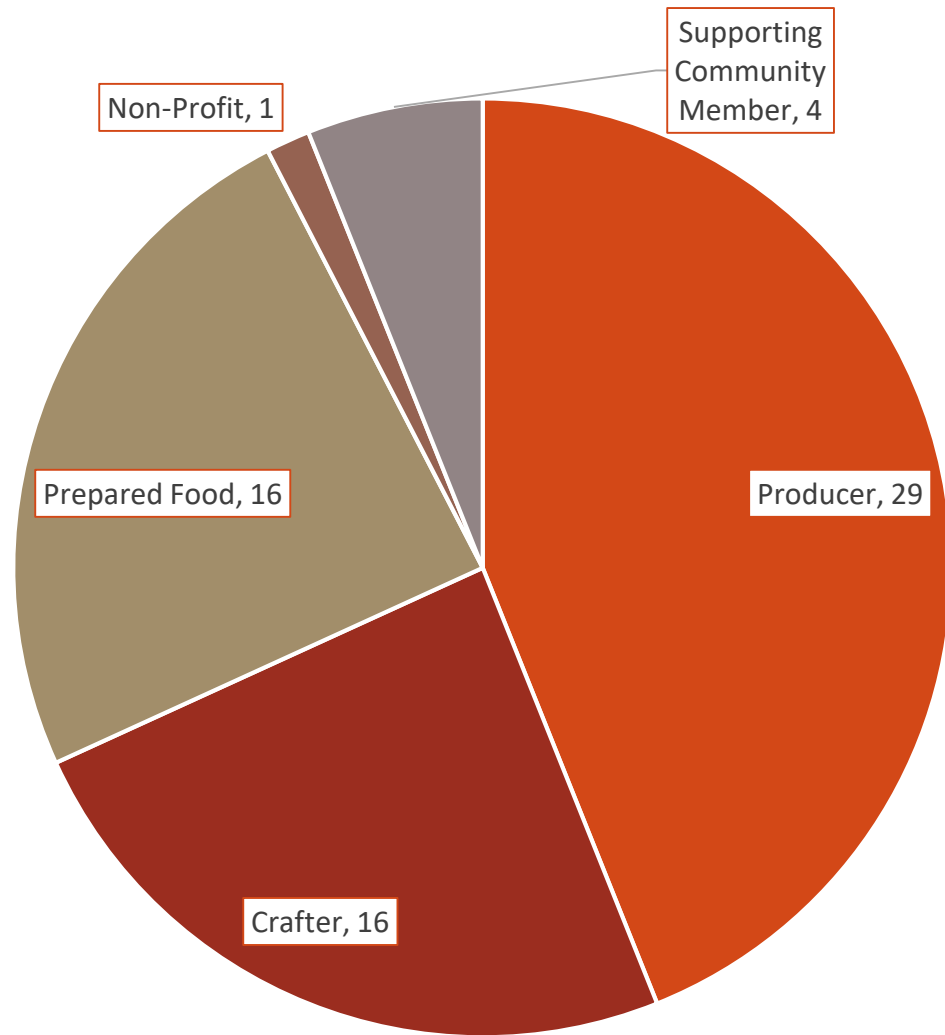
Average Visitors Weekly (by hour):

- 2020: 67 (*3,600 total Wednesday Visitors*)
- 2019: 68
- 2018: 48
- 2017: 55



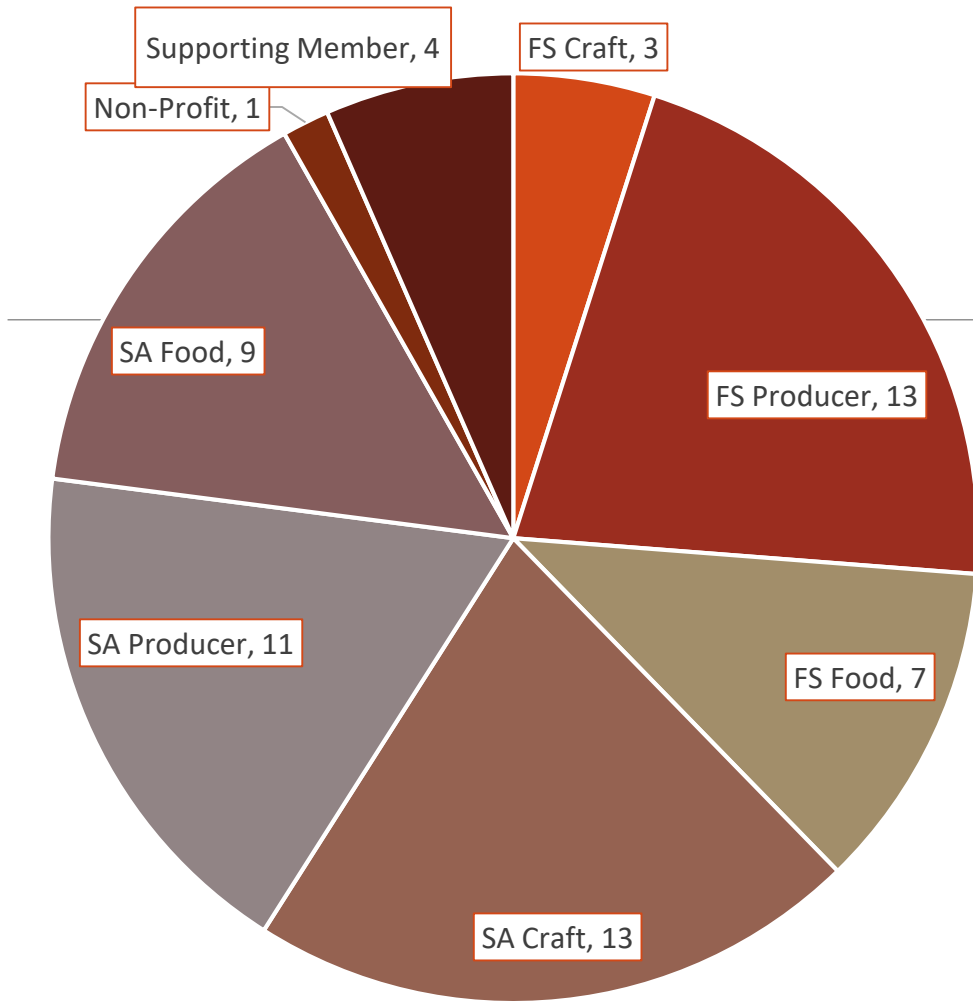
2020 Overview: Memberships by Year





- 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

■ Producer
 ■ Crafter
 ■ Prepared Food
 ■ Non-Profit
 ■ Supporting Community Member



2020 Full Season vs. Space Available

- FS Craft
- FS Producer
- FS Food
- SA Craft
- SA Producer
- SA Food
- Non-Profit
- Supporting Member

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**
 - \$6200 profit (2019) – Merch; \$2,900 (2019) transaction fees
- **Much lower membership and booth fees collected**
 - Memberships: \$1650 (2020) vs. \$2975 (2019)
 - Booth Fees: \$9,200 vs. \$21,600 (2019)



2020 Grants & Community Support



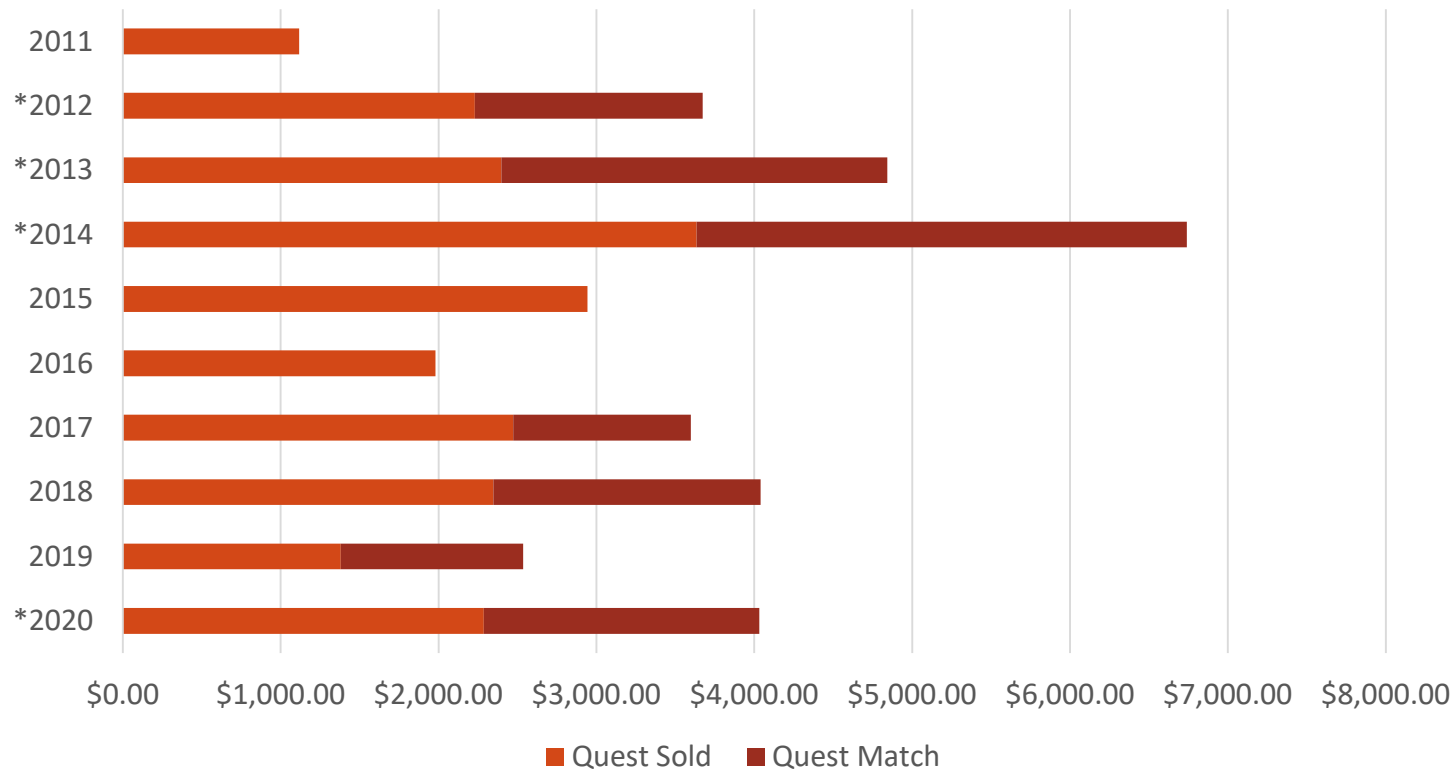
CARES Act



Anonymous Donor

2020: Numbers – EBT Swipe Program

QUEST SALES

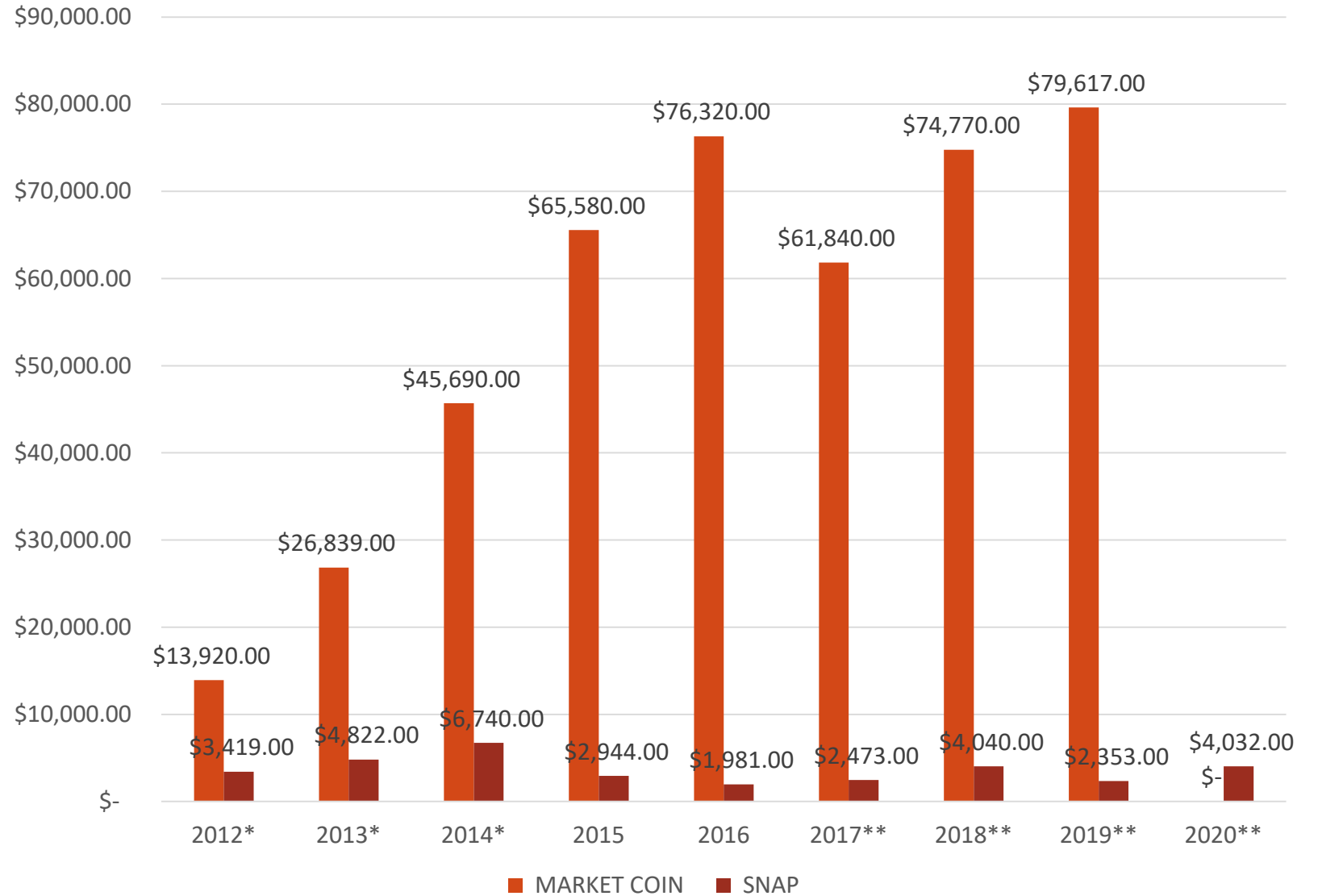




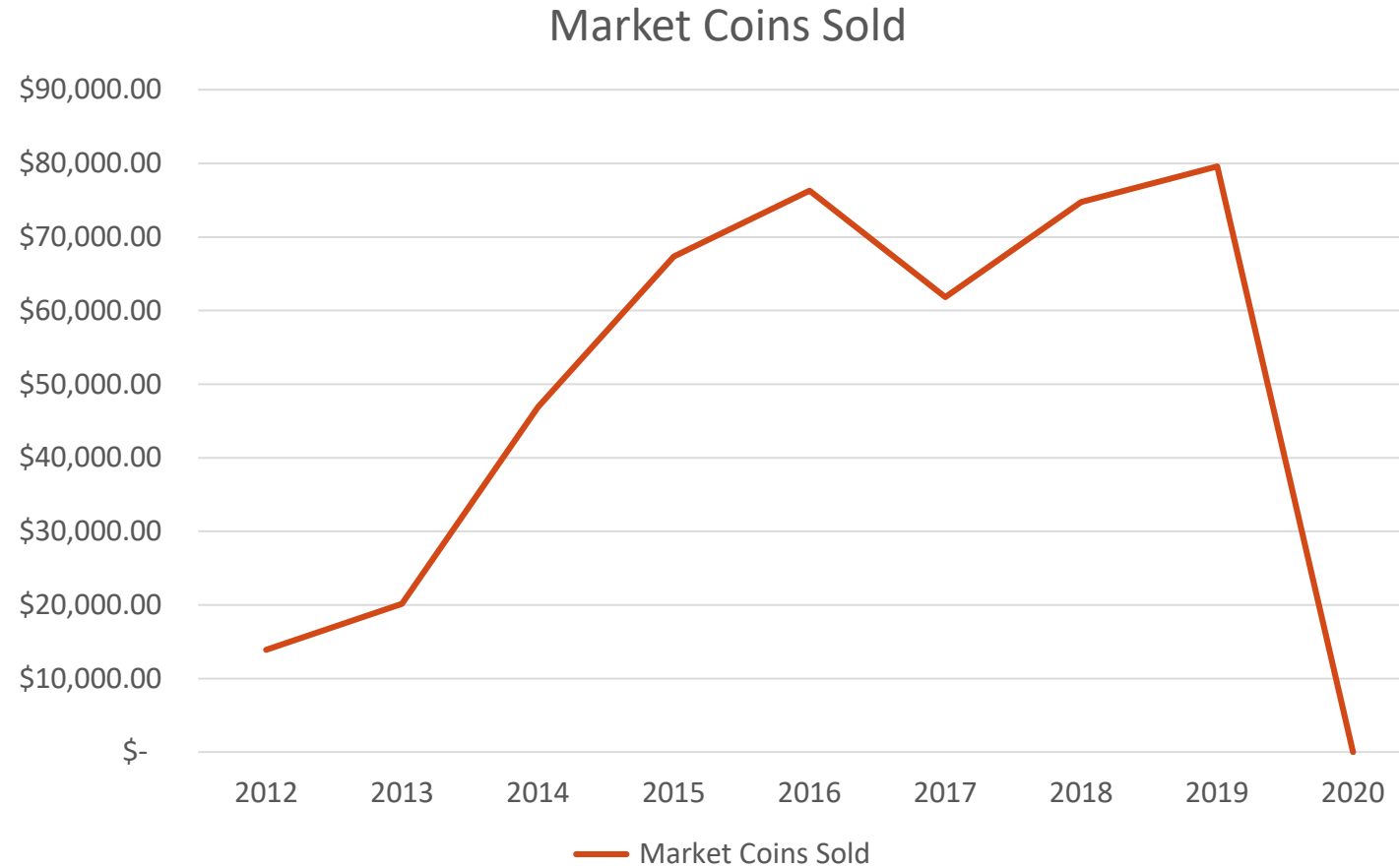
2020: Market Coins & Quest

-Mandy Bernard, EBT
Coordinator & Wed. Manager

Sales by Year: All EBT Transactions



2020: Numbers – Market Coins



	2012	2013	2014	2015	2016	2017	2018	2019	2020
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840	\$74,770	\$79,617	\$0.00



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>

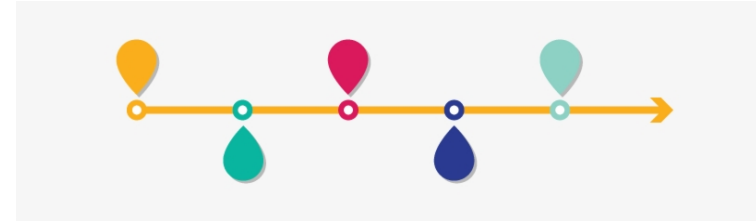
- COVID 19 Protocols
- Decision Making Timelines
- Application Deadlines

Market Decision and Operation Timeline for Moving Forward with our 2021 Season



DATE	Task/ Decision	Notes
Jan. 30 th , 2021	Applications & Safety Plans: OPEN	This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements
April 2 nd , 5pm	Applications & Safety Plans: DUE	This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements
April 5 th	BOD & Staff Review of Applications	This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements
April 12 th	Vendors are notified of vending status	Vendors can be provisionally approved if there are outstanding issues with their application
May 3 rd	All membership and booth fees due; Market BOD will decided opening Wednesday date	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
May 22 nd	Market Set-up Day	Here we go! We have a plan... let's see how it works...
May 29 th	First Saturday Market	Here we go! We have a plan... let's see how it works...

Market Decision and Operation Timeline for Moving Forward with our 2021 Season



DATE	Task/ Decision	Notes
June 2 nd or July 7 th	First Wednesday Market - TBD	BOD will determine start date in May, when we have more information
June 7 th	BOD & Staff – First Market Debrief	What worked, what didn't, what can we do better...
July 5 th	BOD & Staff – First Market Month Debrief	Any adjustments needed? Do we need to tighten up or loosen? Do we have Zucchini Festival next month (Aug. 14?)
August 2 nd	BOD & Staff – Half Way Through the Season Debrief	Any adjustments needed? Do we need to tighten up or loosen?
September 6 th	BOD & Staff – Monthly reassessment	Any adjustments needed? Do we need to tighten up or loosen? What needs to happen to begin closing down?
September 25 th	LAST OFFICIAL MARKET for 2021	If you are vending post season, please let manager know; remove your booth within two weeks of this dates (\$25/week late fee applies)
October 4 th	BOD & Staff – End of Market Season Debrief	Create end of season customer and vendor surveys; review market season successes and failures

Market Decision and Operation Timeline for Moving Forward with our 2021 Season



DATE	Task/ Decision	Notes
October 30 th	Last day for post season vending	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
November 1 st	BOD Mtg – Deep Dive into 2021 Season	Review survey results, amend policy, create plan for 2022 season
December 6 th	BOD Mtg – Preparing for 2022	Set annual meeting date, set fees for 2022, etc.

Call for Artists!

2021 Poster Design Contest



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

HOMER FARMERS MARKET 2020
On Ocean Drive * May 30 – September 26
Saturdays 10am – 3pm
Starting July 1 * Wednesdays 2pm – 5pm

WIC, FMNP & EBT coupons accepted

HOMER FARMERS MARKET

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: homerakfarmersmarket@gmail.com
- Chosen artists will receive a \$100 prize

Upcoming Opportunities:



Alaska's
Micro-
Grants for
Food
Security
Program



Save the dates:

- February 15th – Pre-application for Micro Grants due: http://dnr.alaska.gov/ag/ag_grants.htm
- February 23rd – AK Cottage Food Producers Workshop: <https://www.akfoodpolicycouncil.org/new-events>
- March 20th – Women in Ag Conference; Details coming... kyra@homerswcd.org
- April 8th - Salmon Safe Agriculture Webinar: Details coming... robby@inletkeeper.org
- 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 Rouggy
 - Tessa Drais
 - Kyra Wagner

VOTING INSTRUCTIONS:

Select up to 3 members to fill 3 open seats on the Board of Directors

**BOARD OF
DIRECTORS**

ELECTION

VOTE!



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. Tessa Drais (returning)
2. Kyra Wagner (new!)
3. Marsha Rouggy (returning)

Board Officers to be elected at
February 1st, 2021 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>

Twitter Creek Gardens

Emily Garrity, phone: (907) 299-4717, email: twittercreekgardens@gmail.com

Website: www.twittercreekgardens.com

Facebook: [Twitter Creek Gardens](#)

Twitter Creek Gardens is a nine acre micro-farm located on the South side of Lookout Mountain outside of Homer, Alaska. We cultivate one and a half acres of nutrient dense vegetables in a bio-intensive fashion with a concentration on soil health.



Homer, Alaska Farmers Market

HOME | VEND & SUPPORT | GET INVOLVED | WHAT'S NEW | CONTACT | FAQ | EVENTS | VENDORS | RESOURCES

MARKET VENDORS

PRODUCE VENDORS	CRAFT VENDORS	FOOD VENDORS
For full descriptions of produce vendors, click here .	For full descriptions of craft vendors, click here .	For full descriptions of food vendors, click here .
Alaska Perfect Peony Alaska Stems Bob Durr Conscious Earth Farm Good Vibe Basil Girl Homer Hilltop Gardens Jakolof Bay Oyster Co. Luba's Garden Lucky Star Gardens Mudophile Produce Scenic Place Peony Seafoods of Alaska Snowshoe Hollow Farm Synergy Gardens/ Alaska Garlic Project Twitter Creek Gardens Wilderness Greenhouse WillGrow Farm	2nd Nature Alpenglow Colors of the Sea Cynthia Cox Fabric Art Fireweed Tales Fit for a King Green T Bags Karol Kahn Miller Local Showcase Luxurious Lathers Mama D's Designs Scrimshaw by Brian Burns Shaman's Cove Shady Dog Farm Stain Glass, INC Stone Art Wooden Diamonds	Alibi Catch a Snack Eat.Alaska Gigi's Granma's Jam Hena's Salsa His & Hers Baking Kettle Corn King's Kitchen Sweet Berries

Questions/Feedback



homerakfarmersmarket@gmail.com

907-299-7540