



---

**2022 HYBRID ANNUAL MEETING**

**SATURDAY, JANUARY 14th, 2023**

**12PM VIA ZOOM & IN ROOM 201 AT KPC**

---

Guest Speaker: Jon Kee, Kenai Peninsula College  
Agricultural Program

Overview of 2022 Market Season

Financial Highlights

2023 Policy and Market Changes

2023 Board of Directors Election & Results

Call for Poster Design

Questions/Feedback



# Zoom Etiquette Reminders

---

## Lauren Jerew, Director

- 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 our website for the PDF of this presentation! [www.homerfarmersmarket.org](http://www.homerfarmersmarket.org)



# Welcome Message

---

Kyra Wagner, *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.



**Sustainable Agriculture Program**

# About the program



We are still very \*NEW\* and just getting going

How the program came to be

Infrastructure

- 30'x48' high tunnel erected in 2022

Staff

- Jen Becker, Director

- Jon Kee, Coordinator

- Support staff

Open slate

# Goals

Encourage and educate local growers

Meet the agricultural workforce development needs for the community

Educate the public on food sustainability, safety, and security

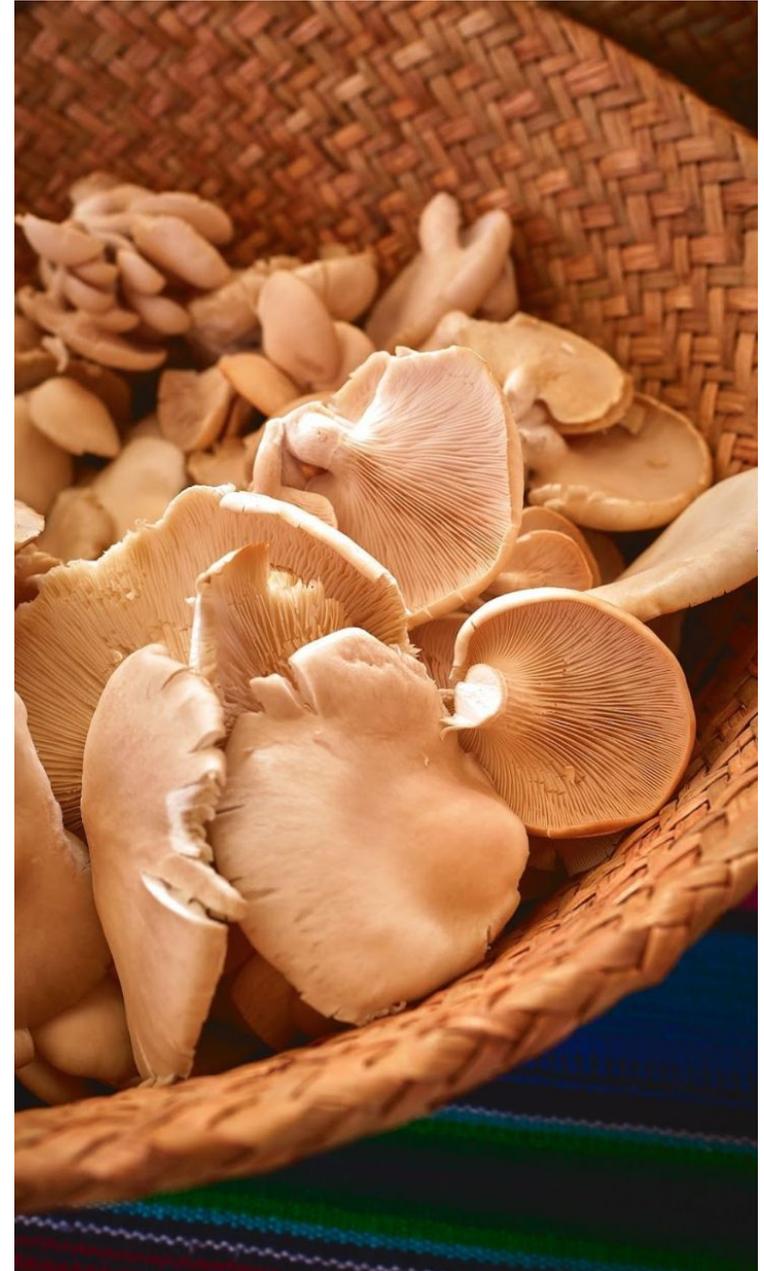
Work closely with producers, non-profits, and other ag stakeholders

We would love for the college to become an agricultural hub for our community!



# Workshops and Classes

- \*Know Your Land series of workshops
  - collaborating with NRCS, HSWCD
  - underway
- \*Non-credit courses
  - currently working on courses for 2023
- \*For-credit courses
  - in the future, likely not until 2024
  - potentially offer an occupational endorsement



# Questions for you

How can we help?

What sort of classes would you like to see offered that would help your farm, business, or community project?

Do you have a skill or topic that you would like to teach?

Are you interested in being included on our list of stakeholders?

- working on having a meetup in the next couple of months

- sign-up sheet



The program can be whatever the community wants or needs.  
Please reach out!

Jen Becker [jabecker3@alaska.edu](mailto:jabecker3@alaska.edu)

Jon Kee [jdkee@alaska.edu](mailto:jdkee@alaska.edu)

(907) 235-1622





## 2022 Overview: Numbers - Saturday Attendance

Average Visitors Weekly (by hour):

---

- 2022: 148
- 2021: 175
- 2020: 209
- 2019: 157
- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111

# 2022 Overview: Numbers - Wednesday Attendance

---

Average Visitors Weekly (by hour):

- 2022: 43
- 2021: 73
- 2020: 67
- 2019: 68
- 2018: 48
- 2017: 55

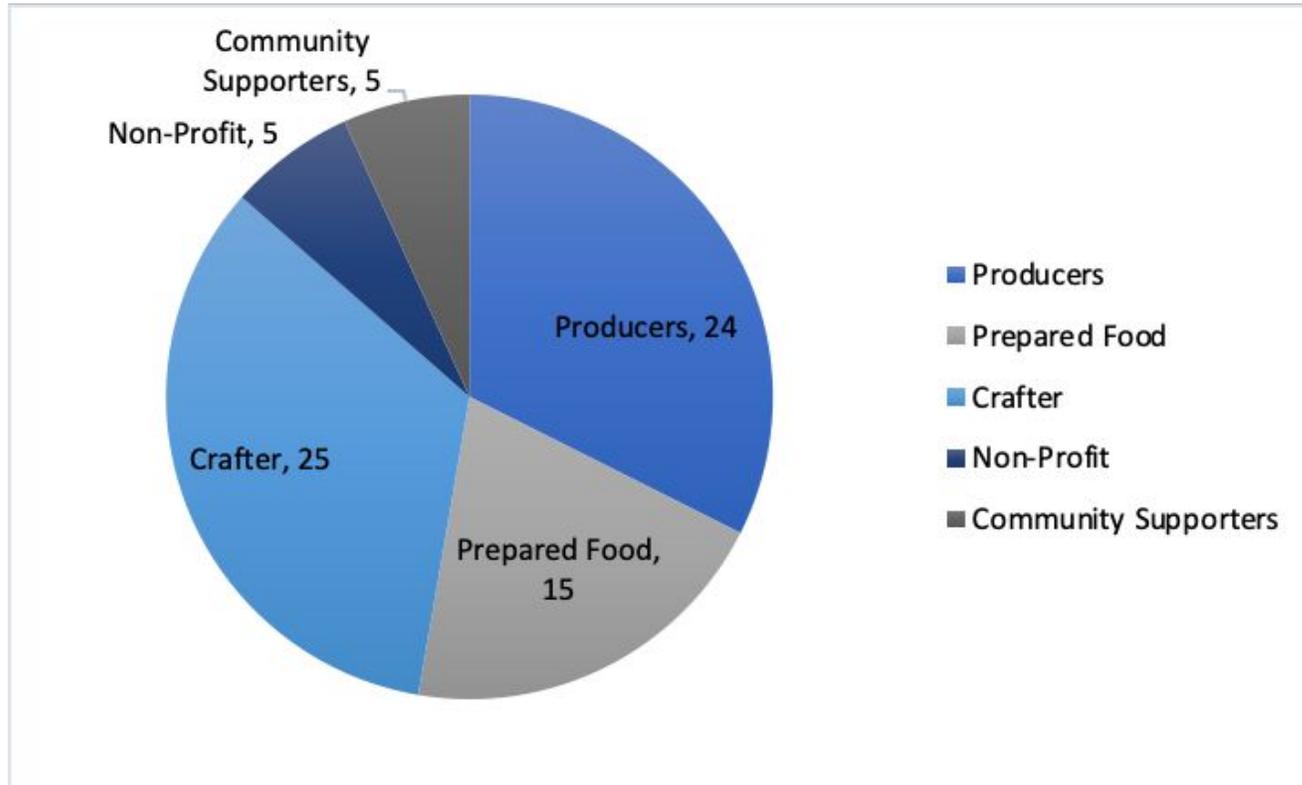


# 2020 Overview: Memberships by Year

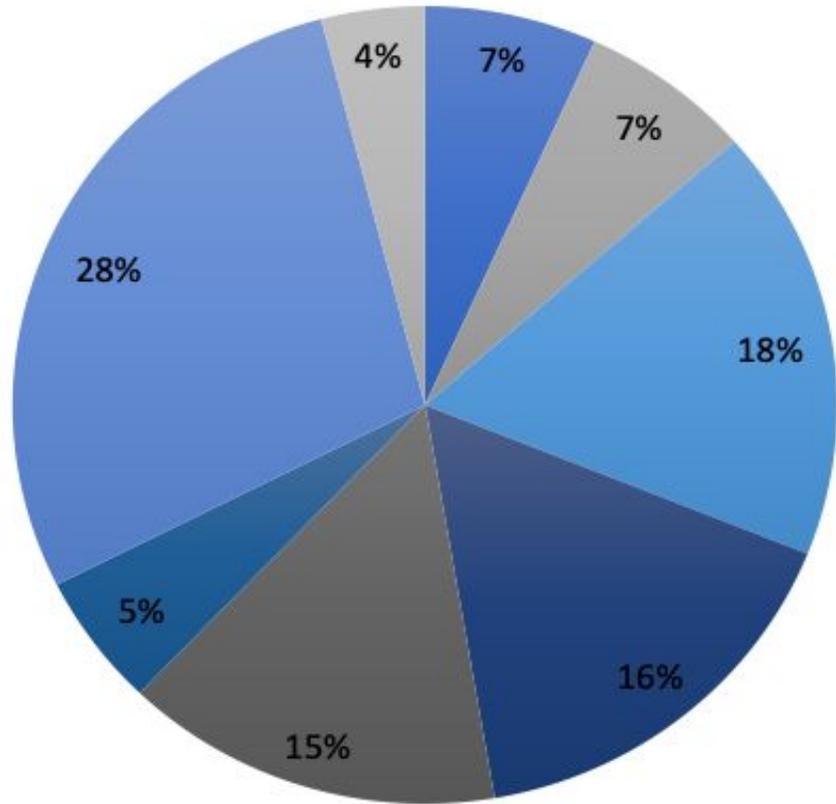
---



# 2022 Memberships by Type



- 74 in 2022 (64 in 2021/66 in 2020/113 in 2019)
- 24 producers (22 in 2021/29 in 2020)
- 15 prepared food (17 in 2021/8 in 2020)
- 25 crafters (19 in 2021/4 in 2020)
- 5 non-profits (2 in 2021)
- 5 community supporters (4 in 2021)



- Community Supporter, 5
- Non-Profit, 5
- FS Craft, 13
- SA Craft, 12
- FS Food, 11
- SA Food, 4
- FS Producer, 21
- SA Producer, 3

## 2022 Full Season vs. Space Available

# Financial Highlights

---

- **Finished with a profit, thanks to several grants and community donations**
- **Community Support – THANK YOU!! (\$41, 121!!)**
  - Homer Foundation City of Homer Grant: \$3,233
  - USDA Pandemic Response Grant: \$3,488
  - Alaska Community Foundation ARPA Grant: \$25,000
  - Alaska Farmers Market Association: \$1,400
  - Quest Matching Anonymous Donor: \$3,000
  - Homer Foundation Quick Response Grant: \$5,000
- **Merchandise & Market Coin Sales/Transaction fees**
  - \$9,300 - Merchandise Sales
  - \$54,440 in Market Coin Sales; \$2,136 transaction fees
- **Membership and booth fees collected**
  - Memberships: \$1,850, (vs. \$1,475 in 2021, \$1,650 in 2020, & \$2,975 in 2019)
  - Booth Fees: \$14,720 (vs. \$13,650 in 2021, \$9,200 in 2020, & \$21,600 in 2019)



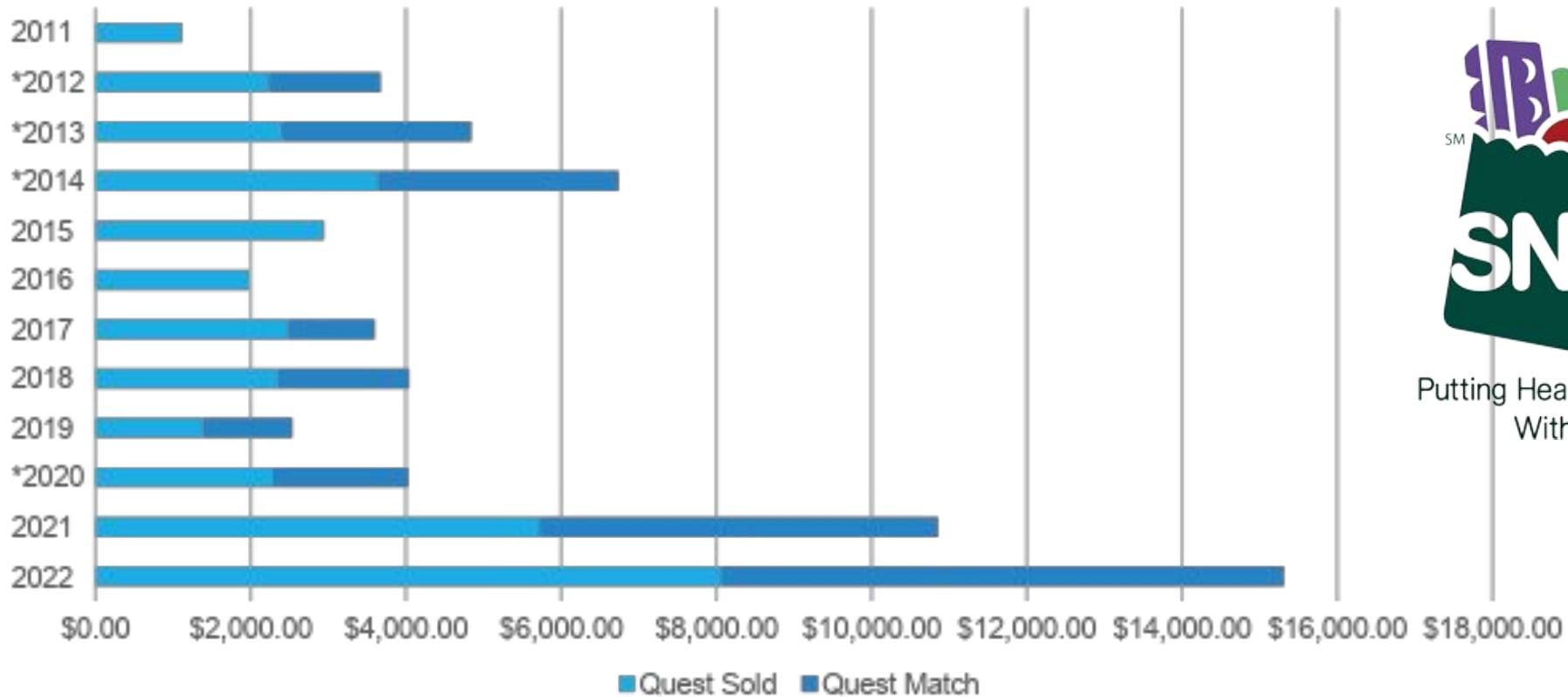
# 2022 Grants & Community Support

---



# 2022: Numbers – EBT Swipe Program

## QUEST SALES

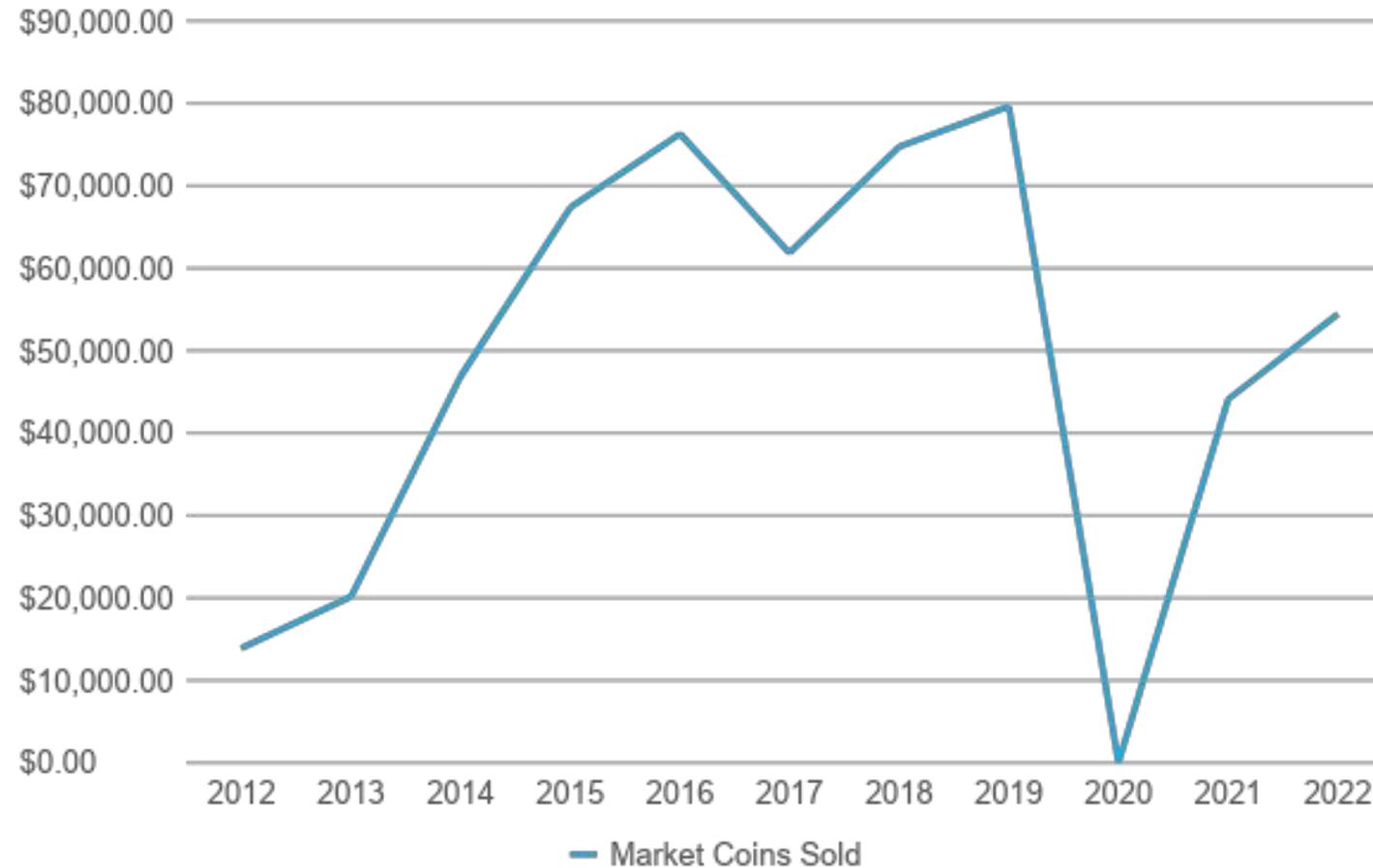




## 2022: Market Coins & Quest



# 2022: Numbers – Market Coins



	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840	\$74,770	\$79,617	\$0.00	\$44,100	\$54,440



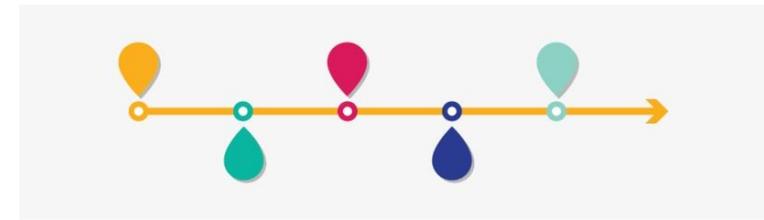
## Policy Updates for 2023 Season

---

- Policy Updates
- Decision Making Timelines
- Application Deadlines

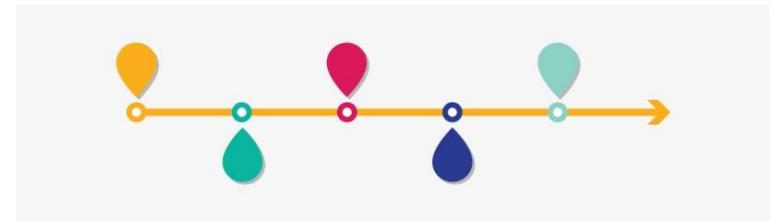


# Market Timeline for 2023 Season



DATE	Task/ Decision	Notes
Jan 14 <sup>th</sup>	Applications OPEN	Application will be available on our website after today's meeting.
March 15 <sup>th</sup> , 5pm	Applications DUE	
April 3 <sup>rd</sup>	BOD & Staff Review of Applications	
April 5 <sup>th</sup>	Vendors are notified of vending status	Vendors can be provisionally approved if there are outstanding issues with their application
May 1 <sup>st</sup>	All membership and booth fees due	You may lose your vending space if fees are not remitted by this date; if you are having issues paying, let us know as soon as possible and we'll work together towards a solution.
May 20 <sup>th</sup>	Market Set-up Day	Market layout will be emailed to all full season vendors as well as posted on the staff trailer!
May 27 <sup>th</sup>	First Saturday Market	Here we go!

# Market Timeline for 2023 Season



DATE	Task/ Decision	Notes
May 31 <sup>st</sup>	First Wednesday Market	
June 21 <sup>st</sup>	Kid's Vending Wednesday!	
July 1 <sup>st</sup>	Mid-Season BOD check in	There will be NO coin return from 3:00-3:30 this week (still available from 9:30-10 before the market).
August (TBD)	Zucchini Fest	
August 24 <sup>th</sup>	Kid's Vending Wednesday!	
August 26 <sup>th</sup>	Mid-Season BOD check in	There will be NO coin return from 3:00-3:30 this week (still available from 9:30-10 before the market).
September 27 <sup>th</sup>	Last Wednesday market	
September 30 <sup>th</sup>	Last official market of 2023!	

## Market Timeline for 2023 Season



DATE	Task/ Decision	Notes
October 2 <sup>nd</sup>	BOD & Staff – End of Season Debrief	Create end of season customer and vendor surveys; review season successes and failures.
October 28 <sup>th</sup>	Last day for post-season vending	All booth materials must be removed from the site. \$25/week late fee applies and may affect your eligibility to vend in the future.
November 6 <sup>th</sup>	BOD Mtg – Deep Dive into 2023 Season	Review survey results, amend policy, create plan for 2024 season
December 4 <sup>th</sup>	BOD Mtg – Preparing for 2024!	Set annual meeting date, set fees for 2024, board elections, review budget, etc.

**The full market timeline is also available on our website.**

**Any schedule changes will be emailed to vendors to the email provided on their application.**



*Homer*  
**Farmers Market**  
*on Ocean Drive*

May 28 – Sept. 24, 2022 • Sat. 10-3 & Wed. 2-5

WIC, FMNP & EBT coupons accepted • Please bring cash in small increments



HOMER FARMERS MARKET CALL FOR ARTISTS

# 2023 POSTER DESIGN CONTEST

- must be an original artwork or photograph
- each artist may submit up to three designs
- must be large & clear enough to be printed on 11x14, and on a variety of items
- themes should celebrate HFM and its community
- informative text will be added by the HFM to the winning design
- 1-2 entries will be chosen and winners awarded \$100 each
- chosen design will be used exclusively by the HFM and may be used in other promotional materials

Please email submissions in a high quality image to [manager@homerfarmersmarket.org](mailto:manager@homerfarmersmarket.org) by April 1st.



# Upcoming Opportunities:

## Save the date:

- March 24<sup>th</sup> – Alaska Farmers Market Association One-Day Summit - register at [alaskafarmersmarkets.org/events](https://alaskafarmersmarkets.org/events)
- Questions or accessibility needs? Email [info@alaskafarmersmarkets.org](mailto:info@alaskafarmersmarkets.org)

## Stay connected:

- Homer Farmers Market Newsletter: [manager@homerfarmersmarket.org](mailto:manager@homerfarmersmarket.org)
- Homer Soil & Water Newsletter: [nicole@homerswcd.org](mailto:nicole@homerswcd.org)

A promotional poster for the 2023 Summit. The background features a stylized illustration of a red radish with green leaves. The text is arranged in a structured layout. At the top, it says 'ALASKA FARMERS MARKET ASSOCIATION' in white on a dark blue background. Below that, '2023 SUMMIT' is written in large, bold letters, with '2023' in orange and 'SUMMIT' in white. Underneath, 'FRIDAY, MARCH 24, 9AM-4PM' is written in white. The central theme, 'GROWING STRONG(ER) MARKETS', is written in large, bold, white letters with a blue shadow effect. To the left of this theme, the word 'THEME:' is written in a curved, white font. Below the theme, it says 'FREE + VIRTUAL DELIVERY + REGISTRATION REQUIRED' in white. Further down, 'WORKSHOPS, KEYNOTE SPEAKERS, SKILLS TRAINING AND SO MUCH MORE!' is written in white. At the bottom, 'DETAILS AND REGISTRATION AT:' is written in white, followed by 'ALASKAFARMERSMARKETS.ORG/EVENTS' in white. In the bottom right corner, there is a circular logo for 'ALASKA Farmers Markets' featuring a stylized sun and a leaf.



## 2023 Board of Directors Election

- **Kyra Wagner, Board President**
  - **What the Board Does**
  - **Introduce slate of candidates**
    - **Scott Miller**
    - **Todd Hindman**
    - **Karson “Dan” Dorvall**
    - **Grey Wilson**

### **VOTING INSTRUCTIONS:**

**Select up to 4 members to fill 4 open seats on the Board of Directors**

**BOARD OF  
DIRECTORS**

**ELECTION**

**VOTE!**



# 2022 Board of Directors Election

## VOTING INSTRUCTIONS:

- You, if you have paid at 2022 membership fee, were emailed a ballot
- Open the link sent to you if you haven't
- Select up to 4 members to fill 4 open seats on the Board of Directors

# Drum Roll Please...



# 2022 Board of Directors Election Results

---

- Welcome 2022 Board Members:

1. Scott Miller (returning)
2. Karson “Dan” Dorvall (returning)
3. Todd Hindman (new!)
4. Grey Wilson (new!)

- Board Officers to be elected at February 6<sup>th</sup>, 2023 Board Meeting



# 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](mailto:twittercreekgardens@gmail.com)

Website: [www.twittercreekgardens.com](http://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 | COVID19 | VEND & SUPPORT | GET INVOLVED | WHAT'S NEW | CONTACT | FAQ | EVENTS | VENDORS | RESOURCES | JOBS

## MARKET VENDORS

### PRODUCE VENDORS

For full descriptions of produce vendors, click [here](#).

Arctic Rose Herbs  
Bridge Creek Birch Syrup  
Coyote Run Farm  
Homer Hilltop Farm  
Homer Micro Farm  
Luba's Garden  
Lucky Star Gardens  
Mudophile Produce  
Rick Steffans  
River View Honey  
Seafoods of Alaska  
Snowshoe Hollow Farm  
Stoked Honey  
Synergy Gardens/  
Alaska Garlic Project

### CRAFT VENDORS

For full descriptions of craft vendors, click [here](#).

Fit for a King  
Luxurious Lathers  
Mari in the Sky  
MJ Earthworks Pottery  
Protect Your Pet  
Shaman's Cave  
Skinny Owlz  
Stone Art  
Wilson's Proper Edge

### FOOD VENDORS

For full descriptions of food vendors, click [here](#).

Alaska Boreal Herbs  
Alaskan Gold Kettle Corn  
Alibi Cafe  
Arctic Rose Herbs  
Country Kitchen  
Evolve Permaculture  
Fika with Friends (Coffee and treats)  
Shiva Boom Indian Food  
Sweet and Savory  
Sweet Berries  
Turquoise Tree  
Udder Delights Ice Cream

# Questions/Feedback

---



[homerakfarmersmarket@gmail.com](mailto:homerakfarmersmarket@gmail.com)

907-299-7540