



2019 ANNUAL MEETING

SATURDAY, JANUARY 26, 2019

12PM @ KACHEMAK COMMUNITY CENTER

Welcome/Introduction
Mission Statement Review
Presentation by Tracy Veal
Overview of 2018 Market Season
Financial Highlights
2019 Policy and Market Changes
2019 Board of Directors Election & Results
Market Cook Book
20th Anniversary Celebration
Questions/Feedback

Agenda



Introductions and Welcome

Scott Miller, Board President

Kyra Wagner, Market Promoter



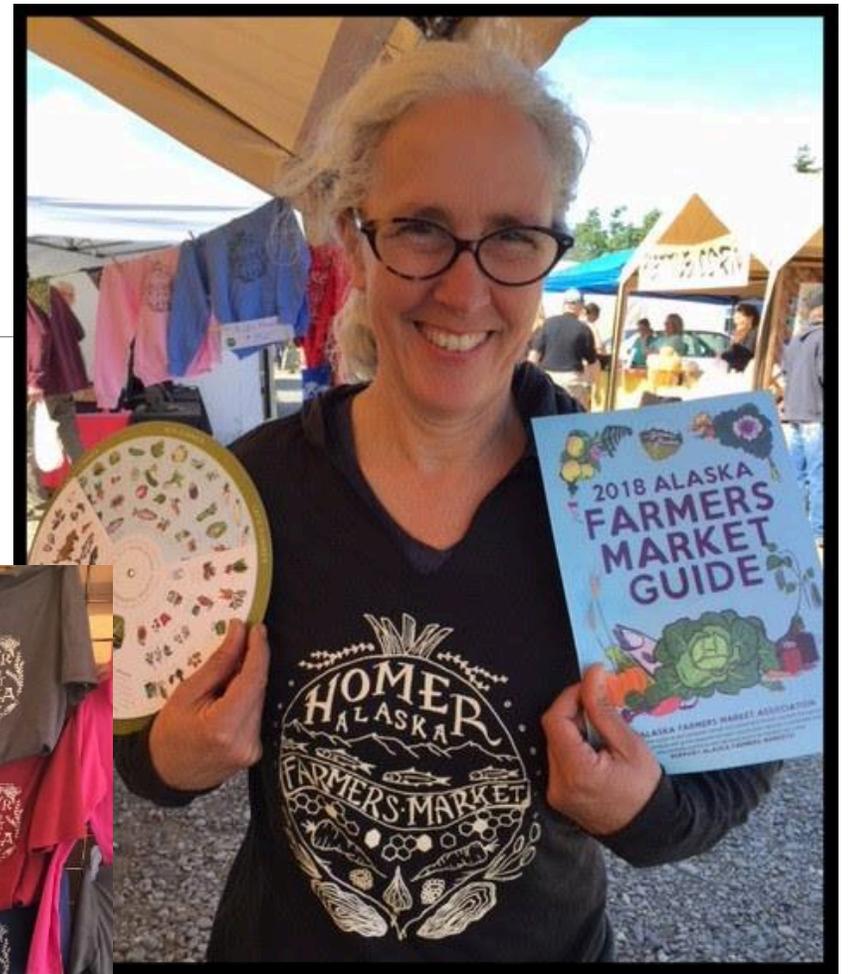
Homer Farmers Market: Mission Statement

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.

Tracy Veal: Certified Naturally Grown

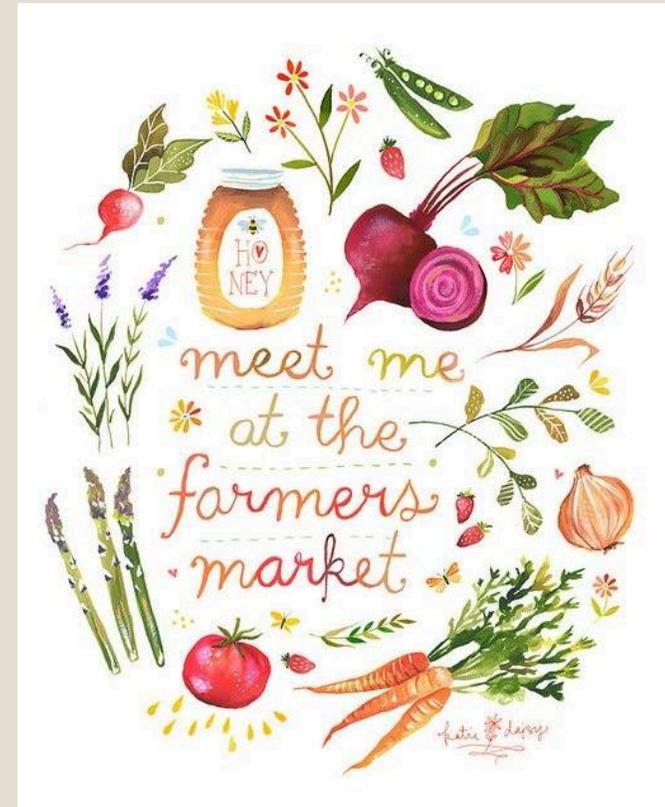




2018
Overview:
Numbers -
Saturday
Attendance

Average Visitors Weekly (by hour):

- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111



2018 Overview: Numbers - Wednesday Attendance

Wednesday Hours: 2pm-5pm (all season!)

- vendors could stay 5-6pm, but Info Booth closed at 5pm

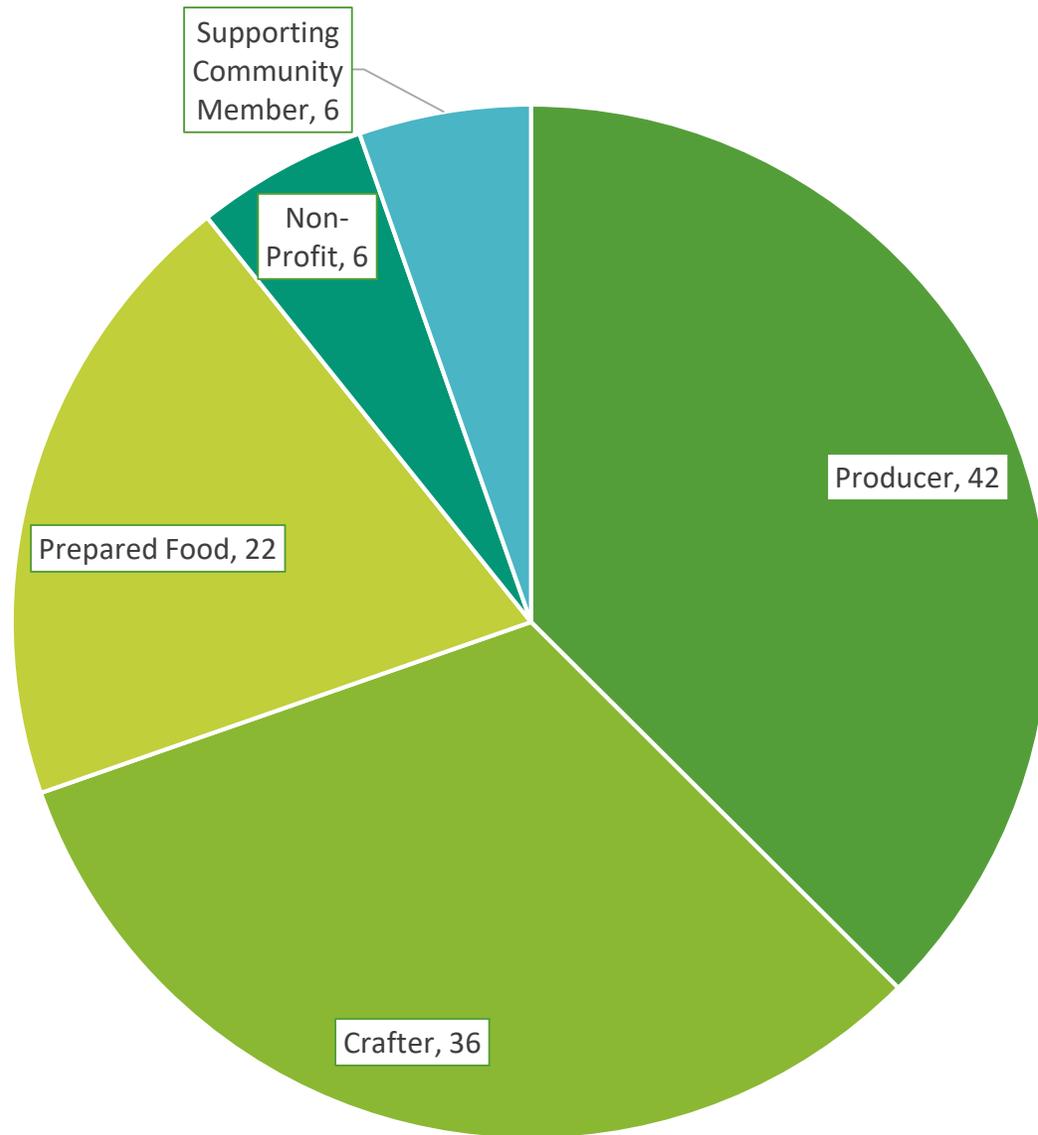
Average Visitors Weekly (by hour):

- 2018: 48 (2017: 55)
- Average by hour:
 - 2:15pm – 71 (2017: – 76)
 - 3:15pm- 46 (2017 – 55)
 - 4:15- 27 (2017 – 33)

2018 Overview: Memberships by Year

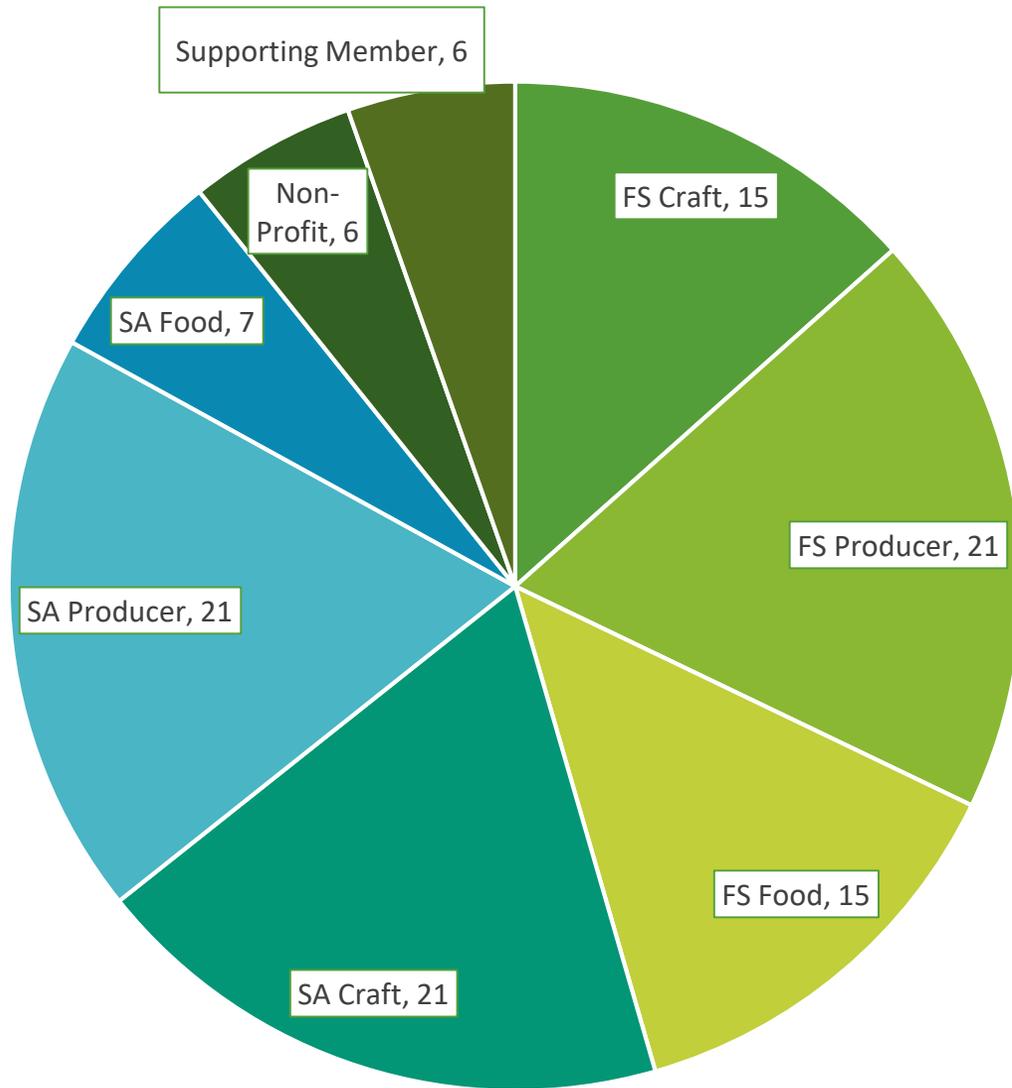


2018 Overview: Membership Types (112)



- 112 Total (same as 2017, but generated \$560 more, given \$5 increase)
- 6 more producers (total 42; 2017 – 36)
- 16 less crafters (total 36; 2017 – 52)
- 4 more prepared food (total: 22; 2017 – 18)
- 6 more non-profit/community supporters (12 total; 2018 – 6)

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



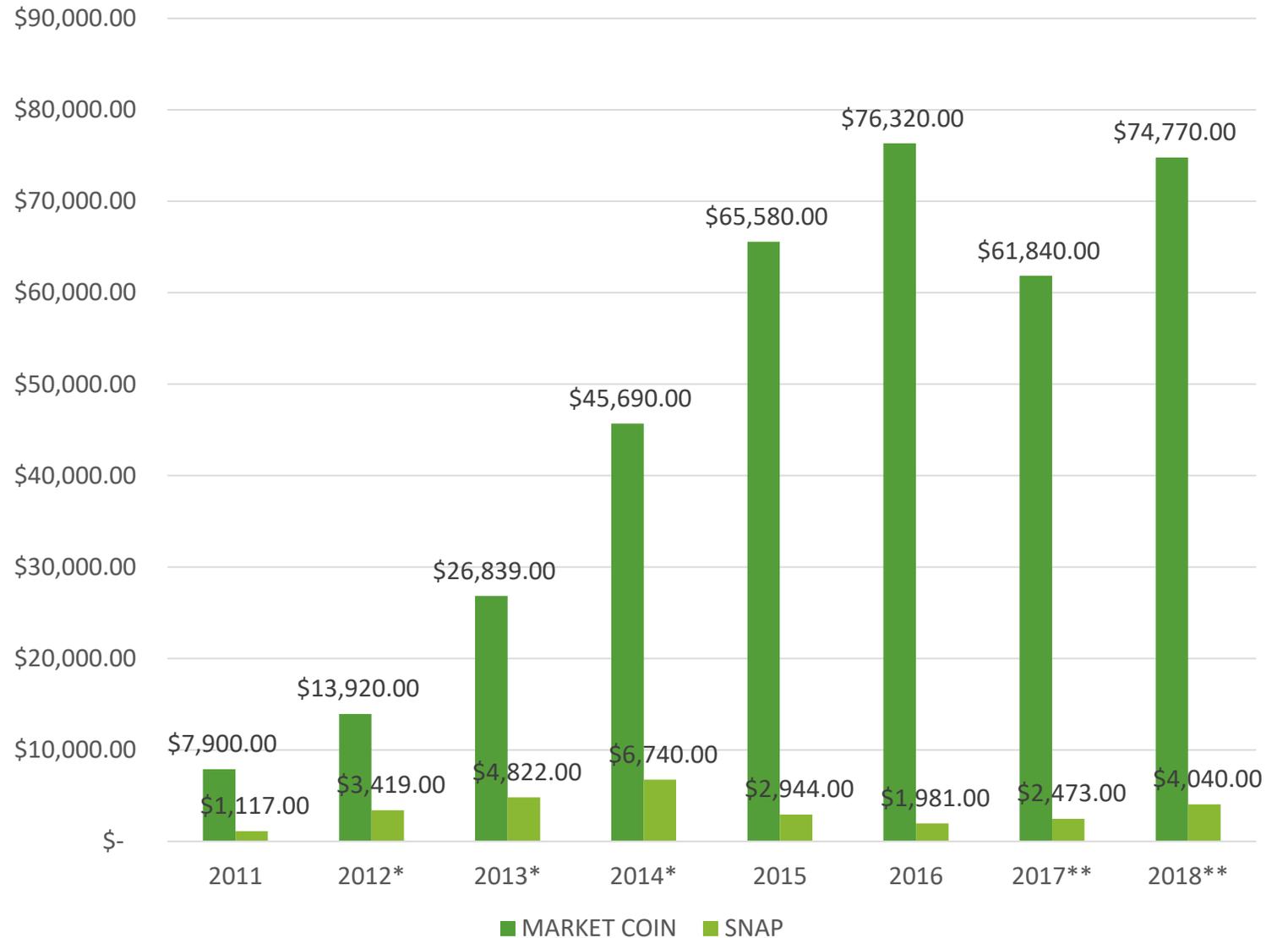
- FS Craft
- FS Producer
- FS Food
- SA Craft
- SA Producer
- SA Food
- Non-Profit
- Supporting Member

2018 Full Season
vs. Space
Available

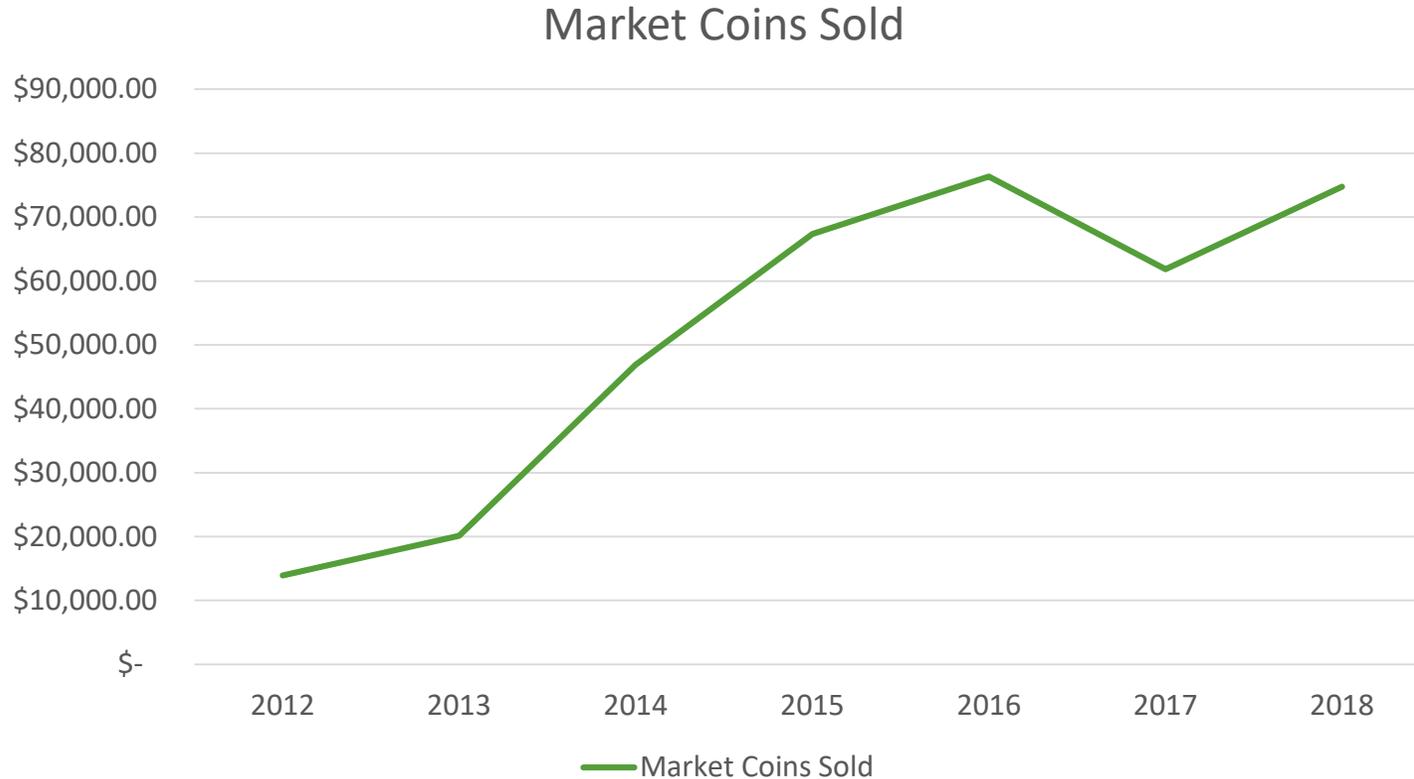
2018: Market Coins & Quest

-Mandy Bernard

Sales by Year: All EBT Transactions



2018: Numbers – Market Coins

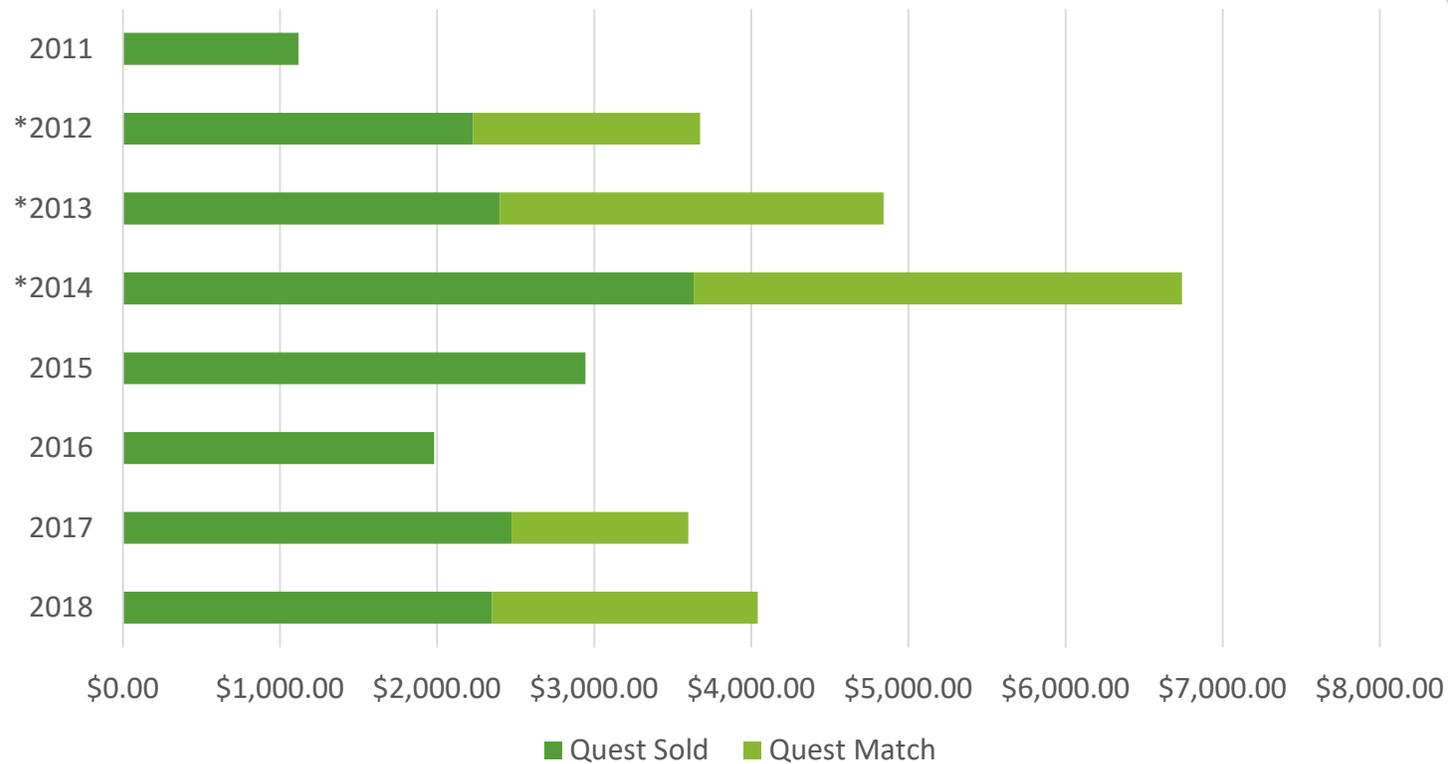


	2012	2013	2014	2015	2016	2017	2018
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840	\$74,770

2018: Numbers – EBT Swipe Program



QUEST SALES





2019 Policy Changes

—Mandy Bernard

2. Vendor Application/Fees:

- Fees include **7.85%** sales tax and are non-refundable and non-transferable

5. Market Location/Hours:

- Vendors may not begin selling before the Market opens, **with the exception of sales to other market vendors and their employees** and market staff. The Market Manager, or their designee, will announce the opening of each Market **with the ringing of a bell**. **Selling to non-vendors prior to the opening bell may result in a notice of violation.** Each market closing will also be announced by the ringing of a bell. Market vendors are permitted to continue selling after the posted market hours, however, see Section 36 for applicable Post-Season Vending policies.

2019 Policy Changes

—Mandy Bernard

7. Vendor Expectations:

Inform Market Manager, **by email or phone call (note, the market phone does not receive texts)**, no later than Thursday 5:00 p.m. if unable to attend the Saturday Market, **and by 5:00pm Tuesday if unable to attend the Wednesday market.** We understand that emergencies come up, however, timely communication about absences is crucial to proper functioning of the Farmers Market.

Vendor space will be reassigned after 9:30 a.m. Saturday morning or **1:30 p.m. Wednesday afternoon** if the Market Manager is not notified of late arrival. Available vendor spaces will be assigned by the on-site Market Manager.

Space-available vendors interested in a Saturday Market space must make a request to the Market Manager by 5:00 p.m. on the prior Thursday. E-mail is best, but you may phone in your request as well. You will be notified by 5:00pm Friday if HFM can accommodate your request. **Space-available vendors interested in a Wednesday Market simply need to visit the Info Booth at 1:00pm on Wednesday. Wednesday spaces will be granted on a first-come, first-serve basis, provided all other priorities and guidelines are met.**

Vendors may not broadcast music or other audio recordings in their **booths or from their vehicles.** Vendors selling these types of products may play recordings on devices with headphones only.

2019 Policy Changes

—Mandy Bernard

9. Vendor Set-Up/Clean-Up

Set-Up – Setup may begin at 8:30 a.m. for Saturday Market and **12:30pm for Wednesday Market** and is to be completed before the Market opens. Each vendor is responsible for his or her own method of display. **No vehicles may be driven in the Market area between 9:45 a.m. and 3:00 p.m. on Saturday and 1:45 and 5:00 p.m. on Wednesday.**

Shelters, if used, should be sturdy, weighted against wind, and aesthetically pleasing. **Shelters utilized by full season vendors may be left on site, throughout the Market season, only if they are securely weighted/tied down to prevent damage to other shelters during inclement weather (wind storms).**

Shelters may not contain glass, visqueen or other plastic sheeting when not vending.

If full-season vendors have constructed a shelter that will remain in place throughout the season, it is with the understanding that this shelter may be utilized by other space-available vendors when the full-season vendor is unable to attend a Market. Any chairs, tables, signs, etc. should be appropriately secured, and must not prevent another vendor from utilizing the space. HFM is not responsible for any items left in the booth space.

Space available vendors will be placed in a different location each market, and must come to Market with any specific equipment they may need. Space available vendors may not receive a sheltered space, or a space that already includes tables, and must prepare accordingly. Space available vendors are not permitted to remove the signage from a full-season vendor's booth that they may be utilizing for a given Market.

2019 Policy Changes

—Mandy Bernard

10. Kid's Vending Policy

Vendors who set up without first checking in with the Market Manager may lose vending privileges.

25. Restrooms

There is a portable toilet on the Market grounds for use by customers and vendors, **available/unlocked during set up and Market hours only.**

30. Token Programs

Checks for the last reimbursement of the Market season will be mailed to the Vendor. Both QUEST and HFM coins do not expire, and may be turned in for reimbursement during the following year.

2018 Events & Collaborations





HOMER FARMERS MARKET

2018 Season

Open May 26–September 29

Saturdays: 10 am–3 pm + Wednesdays: 2 pm–5 pm

WIC, FMNP & EBT coupons accepted

ON OCEAN DRIVE

2018 Poster & Apparel



Financial Highlights

Jon Kee, Treasurer

- Finished year with a balanced budget (no losses/ no gains)
- Community Support – THANK YOU!!
 - Homer Foundation City of Homer Grant: **\$2,795**
 - Quest Matching Private Donation: **\$2,000**
 - Ulmer's Drug & Hardware Kids Zone Sponsor: **\$1,000**
- Sales Tax collected On merchandise and booth fees
- Market Coin Sales: second highest year ever
 - Reduces costs for market vendors
- \$2 Transaction Fees for Market Coin purchase
 - Offset cost of running EBT program by **\$2,702**



2019 Market Staff Changes

Maggie Wyatt- Fill-in for all positions

Mandy Bernard- EBT Coordinator

- Market Coins/SNAP Sales

Margarida Kondak – Market Greeter/Chef at the Market Coordinator

- Merchandise, Info Booth set up
- Chef at the Market demos

Robbi Mixon – Market Director/ On-site Management

- Organizational/staff management, accounting, grants, back up for all positions

**We will be hiring a new floater/ fill-in –
know a good fit? Send them our way!**



VOTE

— *for the* —

Board of Directors



2019 Board of Directors Elections

Scott Miller, Board President

- What the Board Does
- Introduce slate of candidates
 - Stand up if present

Select up to 5 members to fill 5 open seats on the Board of Directors

2019 Board of Directors Election Results

Welcome 2018 Board Members:

- RETURNING:
 - Anna Meredith (Bridge Creek Birch Syrup)
 - Darius Klein (Fritz Creek Fungi)
 - Marianne Aplin (Community Member)
 - Paul Castellani (Will Grow Farm)
- NEW:
 - Willy Nye (Eat.AK)

Board Officers to be elected at February Board Meeting



Homer Farmers Market Cookbook Submission



Contribute to the upcoming Homer Farmers Market Cookbook in time for our 20th Anniversary, 2019! Submit a Recipe for Publication

Do you have a great recipe that features **fresh Alaskan grown** ingredients that are available at the Homer Farmers Market?

We invite you to submit your recipe for inclusion in the new HFM Cookbook!

It's easy... Just go to www.morriscookbooks.com

Click on "typensave" at the top right,

- Click on "login" at top right
- User name is: HFM Cookbook
- Password is: rosemary593
- Type in your recipe, easy peasy!
- **Or email to Margarida... or scribble it on a napkin.... Just get it in!**



Questions?
Margarida Kondak,
Cookbook Chairperson
299-1525

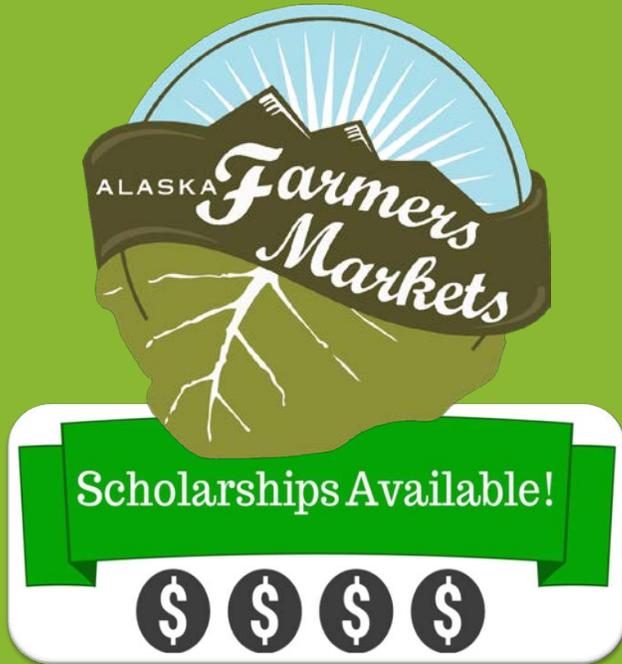
Homer Farmers Market: Turns 20 this year!!



**Ideas to help celebrate? Join our 20th
Anniversary Celebration Committee (Lori
Jenkins, Committee Chair)**



Upcoming
Agriculture/
Education Events:



— The Alaska Food Policy Council & Alaska Farmers Market Association present —

The Alaska Food Festival & Conference

March 8-9, 2019

Lands End Resort • Homer, Alaska



Get Involved

Become a Presenter,
Vendor, or Sponsor



LEARN MORE:

akfoodpolicycouncil.org/2019-conference



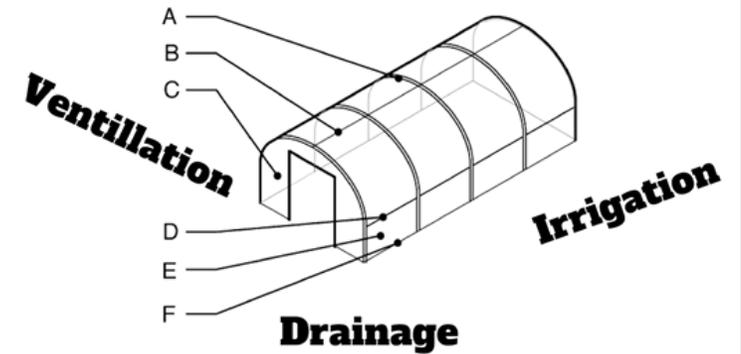
Alaska Peony Growers Association (APGA) is hosting a **Lean Principal** expert. He will present to the attendees on Friday and Saturday, along with an addition 3-hour workshop - open to all Alaskan farmers.

Workshop being held at Lands End Resort in Homer, 10am-1pm, on Sunday- **January 27th, 2019**

To register for the **Lean Flow in the Green Industry workshop** please go to:
<https://www.alaskapeonyconference.com/registration/>



FEBRUARY 15 - 17, 2019
SITKA, ALASKA



Free 2 Hour Class

High Tunnels 101

Hosted by Homer Soil & Water and USDA-NRCS

Learn about possibilities with the NRCS high tunnel program, ways to make your own tunnel, and various things to take into consideration when building a new high tunnel.

Thursday January 31, 2019

3:00 - 5:00 pm at the Homer Public Library conference room

RSVP to nicole@homerswcd.org, or just show up

Homer, Alaska Farmers Market

[HOME](#)[VEND &
SUPPORT](#)[GET
INVOLVED](#)[WHAT'S
NEW](#)[CONTACT](#)[FAQ](#)[EVENTS](#)[VENDORS](#)[RESOURCES](#)

MARKET VENDORS

PRODUCE VENDORS

For full descriptions of produce 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

CRAFT VENDORS

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

2nd Nature
Alpenglow
Colors of the Sea
Cynthia Cox
Fabric Art

FOOD VENDORS

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

Alibi
Catch a Snack
Eat.Alaska
Gigi's
Granma's Jam

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.



Reminder!

Send in Website
Listing Updates

<http://www.homerfarmersmarket.org/vendors.html>

Important Dates:

- ❖ Full Season Vendor Applications are due TODAY!
 - ❖ Turn in at Table in marked envelope
 - ❖ Applications/Policy on table
 - ❖ All booth fees must be paid in full by **April 1st**
- ❖ Early March- notification on Full Season Status
- ❖ May 18th-- Market Set-up Day, 12pm
- ❖ May 25th- First 2019 Saturday Market
- ❖ May 29th- First 2019 Wednesday Market
- ❖ August 10th - Zucchini Festival and Races
- ❖ September 28th - Harvest Party Potluck (and last market)

Questions/Feedback



homerakfarmersmarket@gmail.com

907-299-7540