



Homer Farmers Market

2017 Annual Meeting

Saturday, January 28, 2017

12pm @ Kachemak Community Center



Introductions and Welcome

- ▶ Board President, Scott Miller



WELCOME!

Today's Agenda:

- ▶ Welcome/Introduction
- ▶ Mission Statement Review
- ▶ Homer Farmers Market Grant
 - ▶ Presentations from 2016 Recipients:
Kyra Wagner & Shawn Jackinsky
- ▶ Overview of 2016 Market Season
- ▶ Financial Update
 - ▶ New Tax Code
- ▶ 2017 Policy Changes
- ▶ SNAP Matching Fundraiser
- ▶ 2017 Board of Directors Election Results
- ▶ Questions/Feedback

The logo features the text "What's Happening" in a sans-serif font. "What's" is in blue, and "Happening" is in brown. A green swoosh underline is positioned beneath the text, starting under "What's" and ending under "Happening".

What's
Happening

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 Farmers Market Grant: 2016 Recipients: Kyra Wagner & Shawn Jackinsky

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

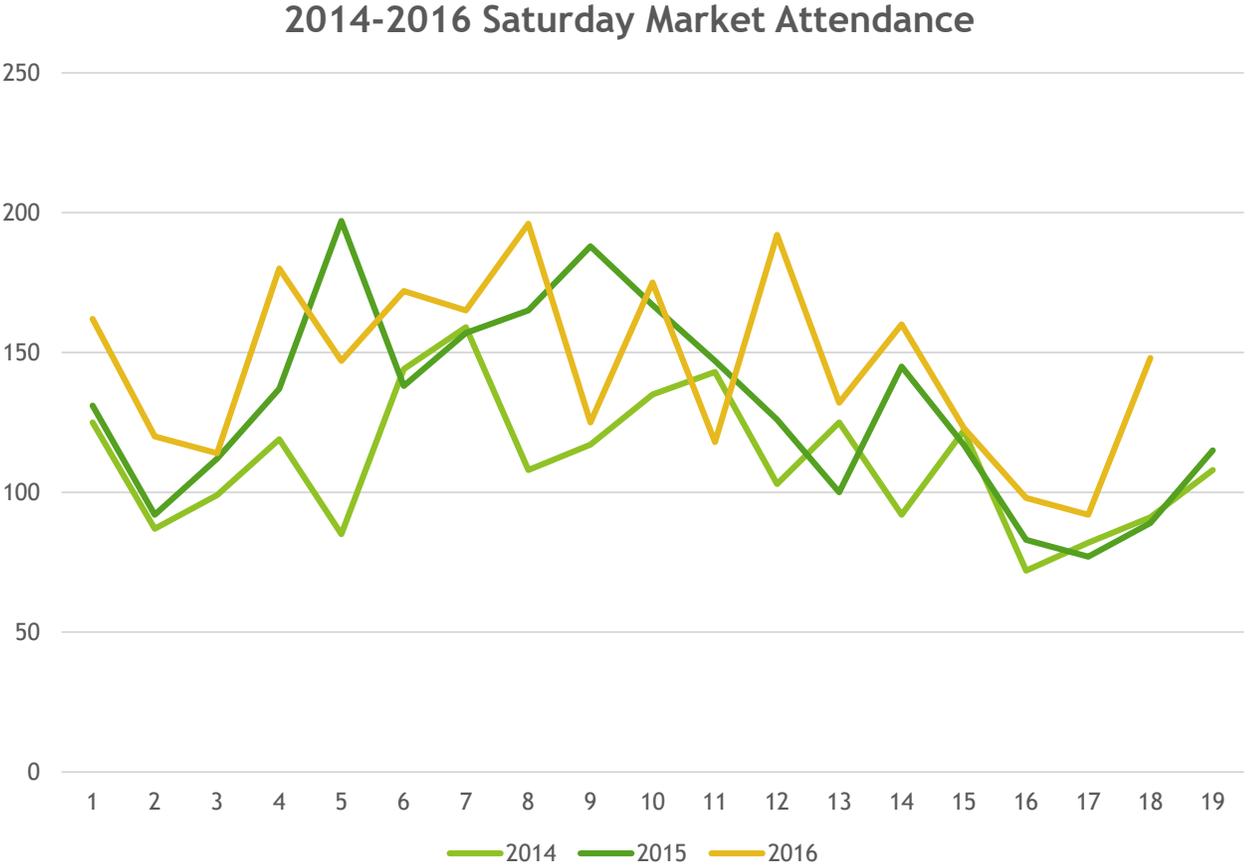
- 2016- **Kyra Wagner**, Washington State Farmers Market Conference

- 2016- **Shawn Jackinsky**, Native Gardens in Ninilchik

**2017 - Applications Accepted:
Feb. 15- April 30**



2016 Overview: Numbers - Saturday Attendance



- Average Visitors Weekly (by hour):
- 2016: 146
 - 2015: 131
 - 2014: 111

2016 Overview: Numbers - Wednesday Attendance

- ▶ Wednesday Hours: 2pm-6pm (extended by 1 hour) & 2 weeks
- ▶ Average Visitors Weekly (by hour):
 - ▶ 2016: 51
 - ▶ Average by hour:
 - ▶ 2pm - 72
 - ▶ 3:30pm- 51
 - ▶ 5pm- 30

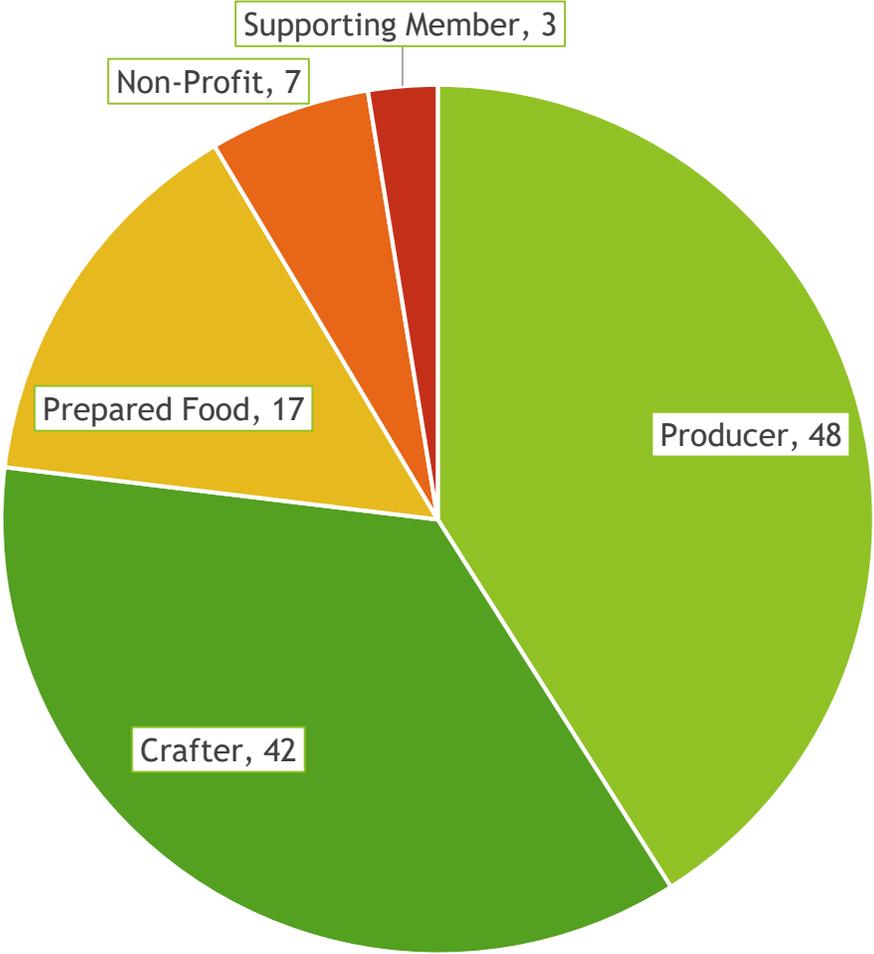


- ** **2017 Change**: Given these stats, 2017 Wednesdays will operate:
- ▶ 2-5pm, and begin after the first Saturday market (Saturday, May 27) on Wednesday May 31st;
 - ▶ vendors may stay 5-6pm if they desire, but Info Booth closes at 5pm

2016 Overview: Memberships by Year

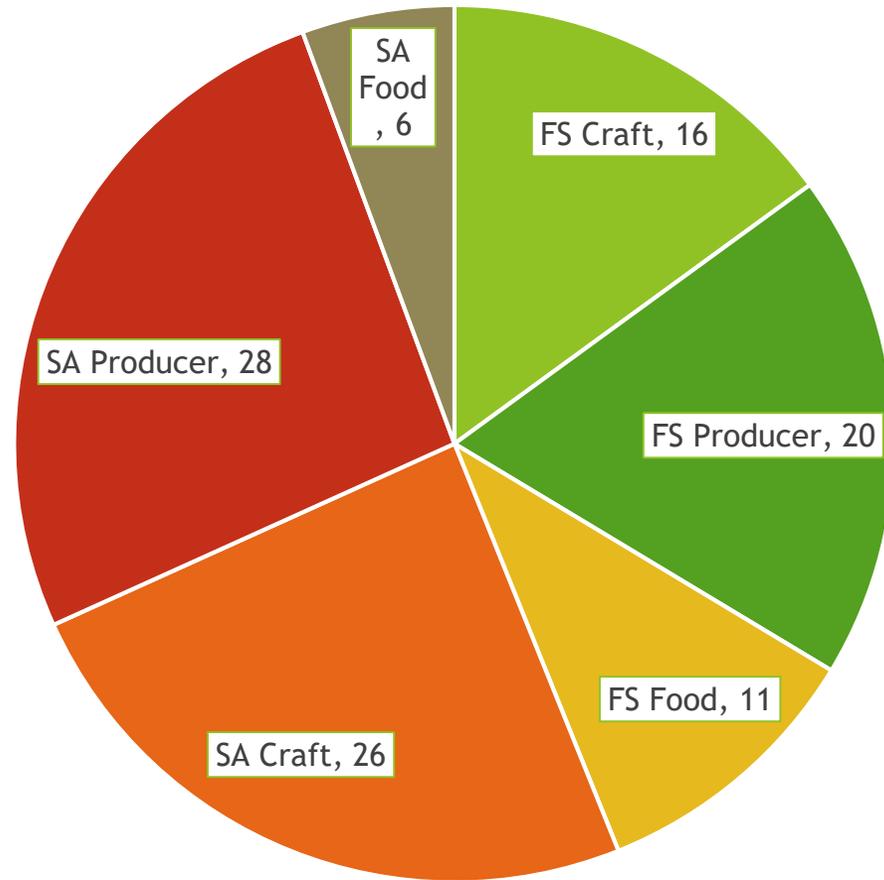


2016 Overview: Membership Types (117)



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

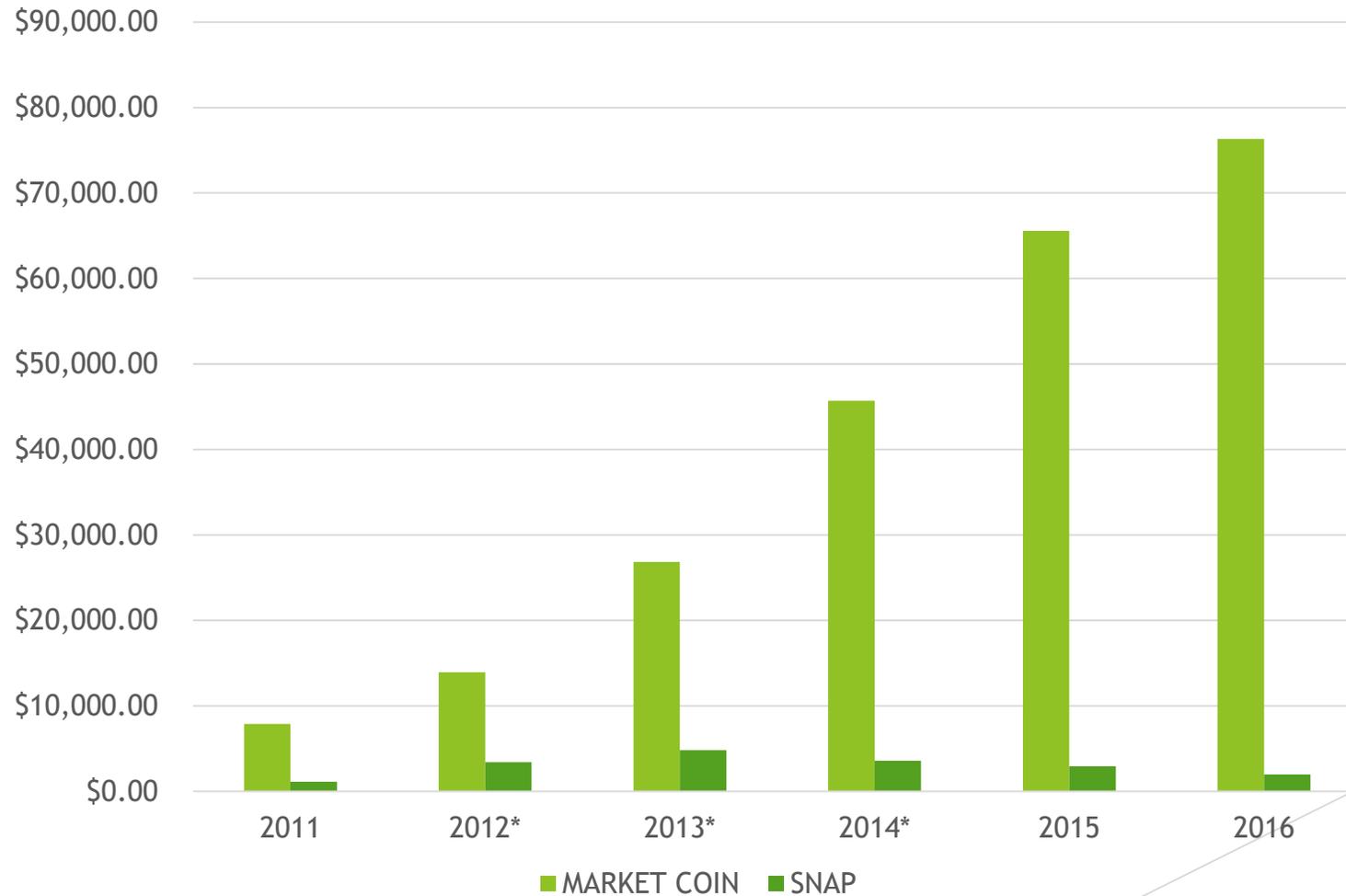
Full Season vs. Space Available



■ FS Craft ■ FS Producer ■ FS Food ■ SA Craft ■ SA Producer ■ SA Food

2016: Market Coins & Quest

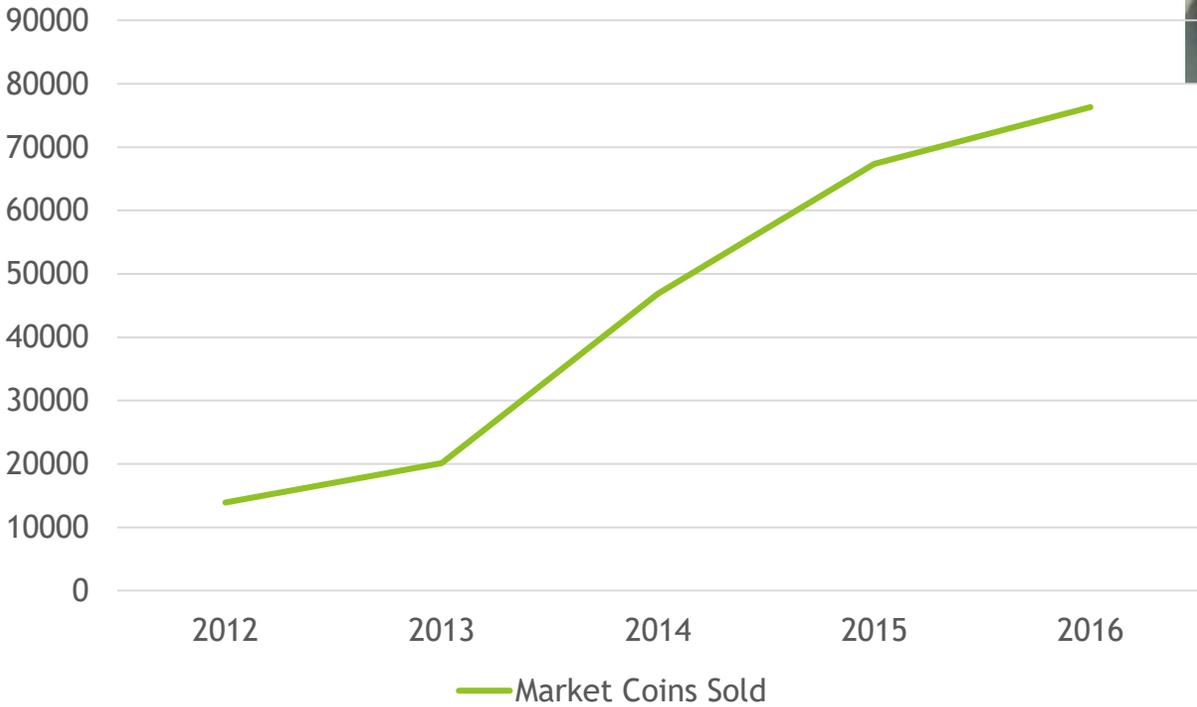
Sales by Year: All EBT Transactions



2016: Numbers - Market Coins



Market Coins Sold

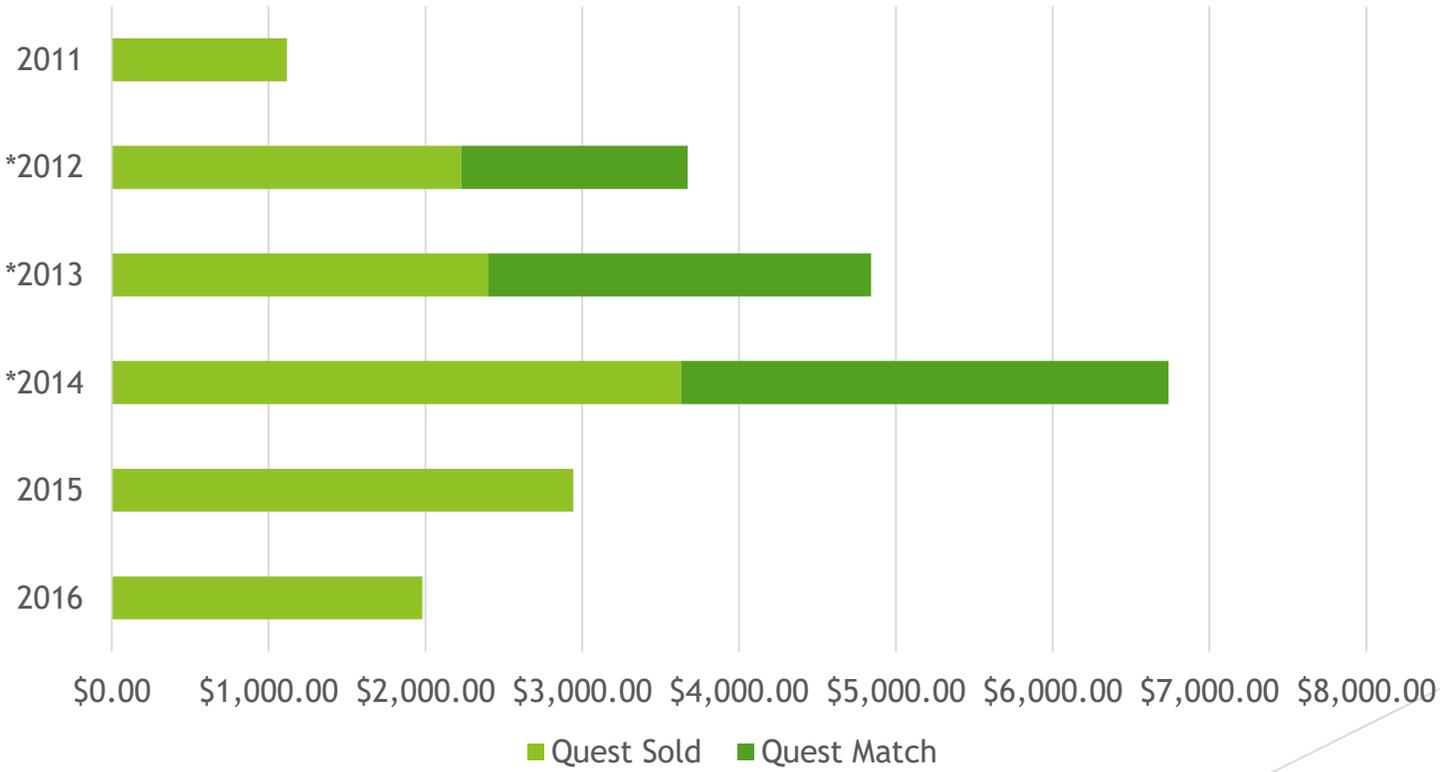


	2012	2013	2014	2015	2016
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320

2016: Numbers - EBT Swipe Program



QUEST SALES



Food Justice: HFM Fundraiser to Match SNAP/QUEST at the Market!

www.youcaring.com/homerfarmersmarket

Home > Neighbors & Community > Food Justice in Homer: Match SNAP at the 2017 Farmers Market



[VIEW GALLERY](#)

Share on [f](#) [Tweet](#) [Email](#)

The Story

Who has the right to eat good food? Is it only for those who can afford to buy locally produced, nutrition packed fresh food? It is commonly known that if you are getting food stamps, you can get a larger quantity of food with those meager dollars if you spend it on unhealthy, processed food than if you buy fresh vegetables. So how do we get good food into the hands of our most disadvantaged populations?

In past, recipients of food stamp benefits had actual paper food stamps that they would use to pay for food purchases. Then SNAP (Supplemental Nutrition Assistance Program) developed a Quest Card that could be read by credit card readers at any store. This change left recipients unable to use their benefits at farmers markets, since most farmers markets didn't have the ability to take credit

Food Justice in Homer: Match SNAP at the 2017 Farmers Market

For: Food Justice in Homer: Match SNAP at the 2017 Farmers Market
Homer, AK
Organizer: Homer Farmers Market

\$50 of \$3,000 goal. Raised by 1 donor

[DONATE NOW](#)

DONATE IN SECONDS

Every Share Can Raise \$37

[Share on f](#)

Supporters (1)

\$50	Rachel Lord
1 minute ago	Yeah!!

Get Fundraiser Updates

Enter your email [Sign Up](#)

Subscribe to YouCaring emails

Homer Farmers Market, Homer Soil & Water District, & Kenai Peninsula Food Hub presents...

Farmers' Roundtable Series

Session Two:

"How to Build a Basic Website Without Going Crazy"

Presented by: Rachel Lord



DATE: Thursday, December 8, 2016

WHERE: Homer Public Library,
Large Conference Room

TIME: 6-7:45pm

FREE! Open to everyone!

For more info: robby@inletkeeper.org



2016 Events

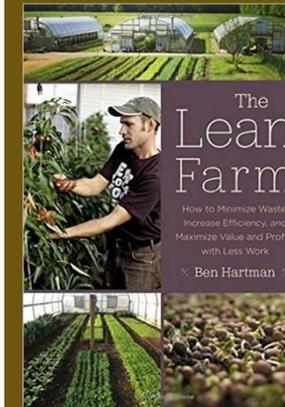


Homer Farmers Market presents...

Farmers' Roundtable Series

Session One:

Join us for highlights and discussion of the book:



"The Lean Farm: How to Minimize Waste, Increase Efficiency, and Maximize Value and Profits with Less Work"

WHEN: Thursday,
March 24th, 6-8pm

WHERE: Cook Inletkeeper,
3734 Ben Walters Ln

FREE! Open to everyone!

For more info: 299-7540 or
manager@homerfarmersmarket.org
Visit: www.homerfarmersmarket.org



2016 Programs

- ▶ Kids Activities/Vending Day
- ▶ Chef at the Market (19 total!)
- ▶ Cooperative Extension Service



2016 Poster & Apparel



2016 Season Starting May 28

Saturdays: 10am-3pm

Wednesdays: (beginning June 22) 2-6pm

WIC, FMNP & EBT accepted

ON OCEAN DRIVE



HOMER FARMERS MARKET

2016 Season Starting May 28

Saturdays: 10am-3pm

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ON OCEAN DRIVE



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



What did the grant cover this year:

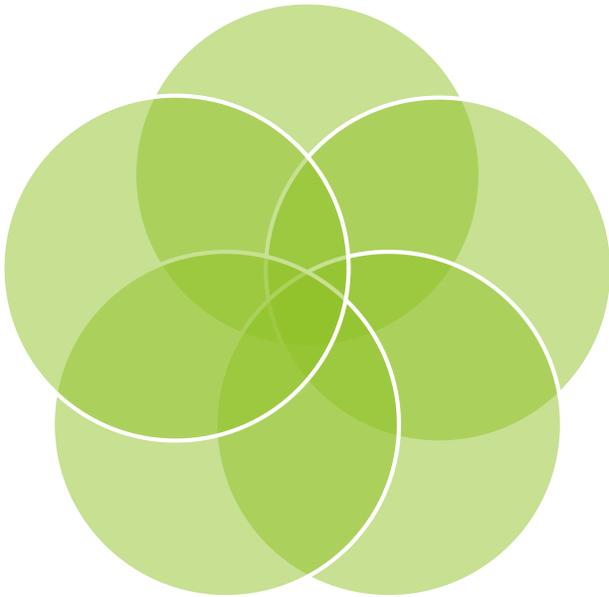
- ▶ Operations costs
- ▶ Signage
- ▶ Advertising
- ▶ EBT Coordinator & Program
- ▶ Chef at the Market Program
 - ▶ Staff time, Chef stipend, supplies
- ▶ Board, Founders, & Staff Retreat
- ▶ Staff Development Trainings
- ▶ AK State Farmers Market Organizers Conference

Board, Founders, & Staff Retreat

Organizational
History

Goals:

- Inclusiveness
- Broader understanding of our origins
- Future planning

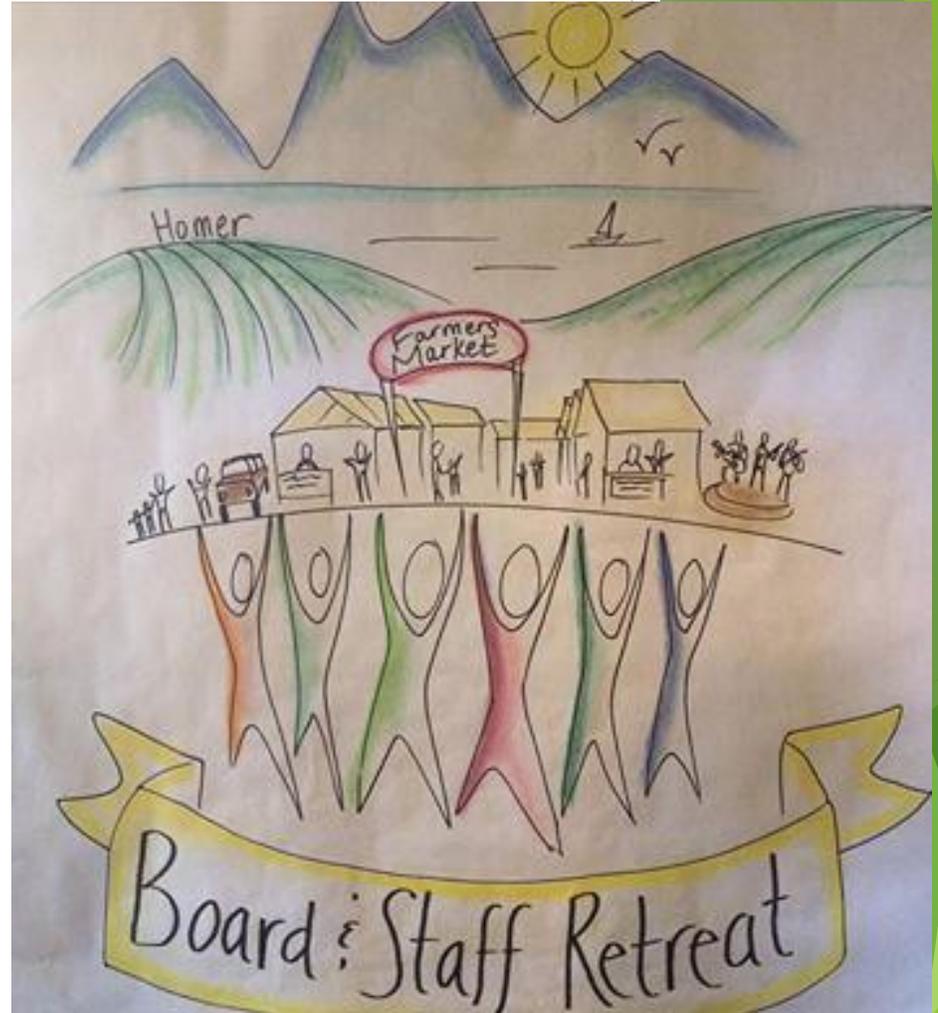


Strengths &
Challenges

Best Governing Practices

- Ideas for improvement

Opportunities &
Threats



Financial Update

- ▶ Tiffany Sherman, Treasurer
 - ▶ Financial Statements
 - ▶ Available in back
 - ▶ Tax Code: Non-profits now must collect sales tax on space fees and merchandise sold



Financial Update: Tax Code

▶ Booth Fees with Tax

- ▶ Full Season: Tax: **\$344** (\$320 + \$24/sales tax)
- ▶ Full season with membership: **\$364**
 - ▶ no sales tax charged on memberships
- ▶ Saturday Only: **\$27** (\$25 + \$1.88/sales tax, rounded)
- ▶ Wednesday Only: **\$11** (\$10 + \$.75 sales tax, rounded)
- ▶ Membership: **\$20** (no sales tax charged)

▶ Already paid your Full Season Fee?

- ▶ Full Season: Tax: **\$24 is now due**
 - ▶ (\$320 + \$24/sales tax)
 - ▶ Must pay prior to start of season



2017 Policy Changes

▶ **Non-profit Policy (#4) - Addition**

- ▶ If your products directly compete with other vendors, or you will be vending for more than three Saturdays, you are encouraged to reserve a space available booth at \$25/week.

▶ **Market Hours: Wednesdays (#2)**

- ▶ Wednesday Markets start the last Wednesday of May and continue through the Wednesday prior to the last Saturday market
- ▶ Time: 2-5pm
- ▶ Vendors may stay past 5pm, but Info Booth will be closed

▶ **Vendor Expectations (#7)**

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



2017 Policy Changes...

▶ Kids Vending Policy (#9) - Addition

- ▶ Must check in at the Information Booth after 10:30 a.m. each vending day & complete a Kids Membership Form outlining what they intend to sell and who it's produced
- ▶ Kids (and parents) will not solicit for sales or impede on others sales.
- ▶ Adults who product /craft the majority of products sold by children should apply for regular booth space. Kids Vending Day is for kids.

▶ Violations of Market Policies (#32)

- ▶ Upon a third violation of Market policies in the **same season** or for more serious offences such as **threatening behavior**, the vendor shall be required to leave the Market for the balance of the day.



2017 Board of Directors Election Results

- ▶ Scott Miller, Board President
 - ▶ What the Board Does
- ▶ Welcome 2017 Board Members:
 - ▶ Marianne Aplin (community member)
 - ▶ Dan (Karson) Dorvall (producer)
 - ▶ Susan Houlihan (crafter)
 - ▶ Scott Miller (crafter)
- ▶ Board Officers to be elected at February Board Meeting



Homer Farmers Market Cookbook Submission

New Market Cookbook is Coming Soon! 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
- ▶ Then type in your recipe, easy peasy!



Questions?

Margarida Kondak, Cookbook Chairperson
299-1525

Important Dates:



- ▶ **Full Season Vendor Applications are due TODAY!**
- ▶ Early March- notification on Full Season Status
- ▶ May 1st- HFM Scholarship Applications are DUE by 12pm
- ▶ May 20th-- Market Set-up Day, 12pm
- ▶ May 27th- First 2017 Saturday Market
- ▶ May 31st- First 2017 Wednesday Market
- ▶ August 12th - Zucchini Festival and Races
- ▶ September 30th - Harvest Party Potluck (and last market)

Questions/Feedback

