

Homer Farmers Market

2018 ANNUAL MEETING

SATURDAY, JANUARY 27, 2018

12PM @ KACHEMAK COMMUNITY CENTER

Welcome/Introduction

Mission Statement Review

Homer Farmers Market Grant

- Presentations from 2017 Recipients:
 - Margarida Kondak, Christina Castellanos, Peonies on Pioneer

Overview of 2017 Market Season

Financial Update

2018 Policy and Market Changes

Get Involved

- 2017 Board of Directors Election Results
- Poster/T-Shirt Design Contest
- Cook Book Submissions

Questions/Feedback

Agenda



Introductions and Welcome

Scott Miller, Board President

Kyra Wagner, Market Promoter



WELCOME!

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.





PEONIES
ON PIONEER

Homer Alaska



Homer Farmers Market Grant: 2017 Recipient Presentations: Margarida Kondak, Christina Castellanos, Peonies on Pioneer

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, WA State Farmers Market Conference
- 2016- Shawn Jackinsky, Native Gardens in Ninilchik
- 2017- Margardia Kondak, WA State Farmers Market Conference
- 2017- Christina Castellanos, Draft Animal Conference
- 2017- Peonies on Pioneer Project Support

2017
Overview:
Numbers -
Saturday
Attendance

Average Visitors Weekly (by hour):

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

2017 Overview: Numbers - Wednesday Attendance

Wednesday Hours: 2pm-5pm (extended to full season)

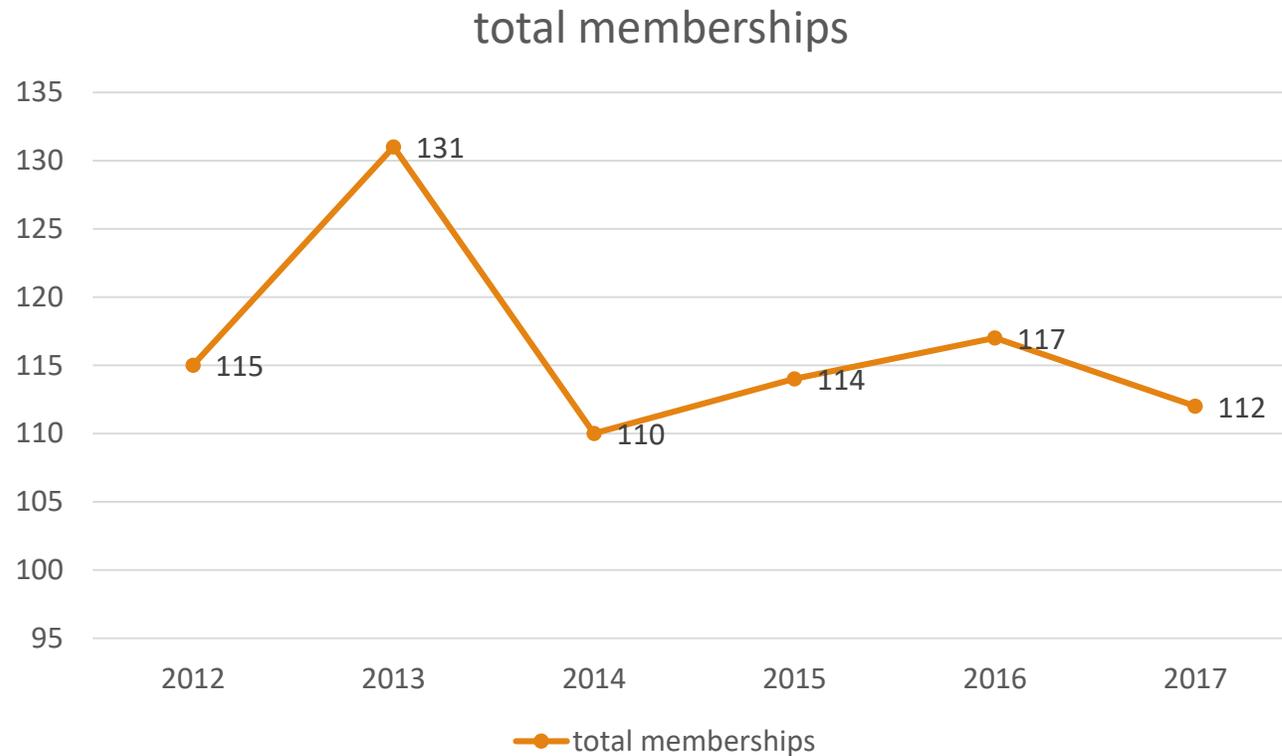
- vendors could stay 5-6pm, but Info Booth closed at 5pm

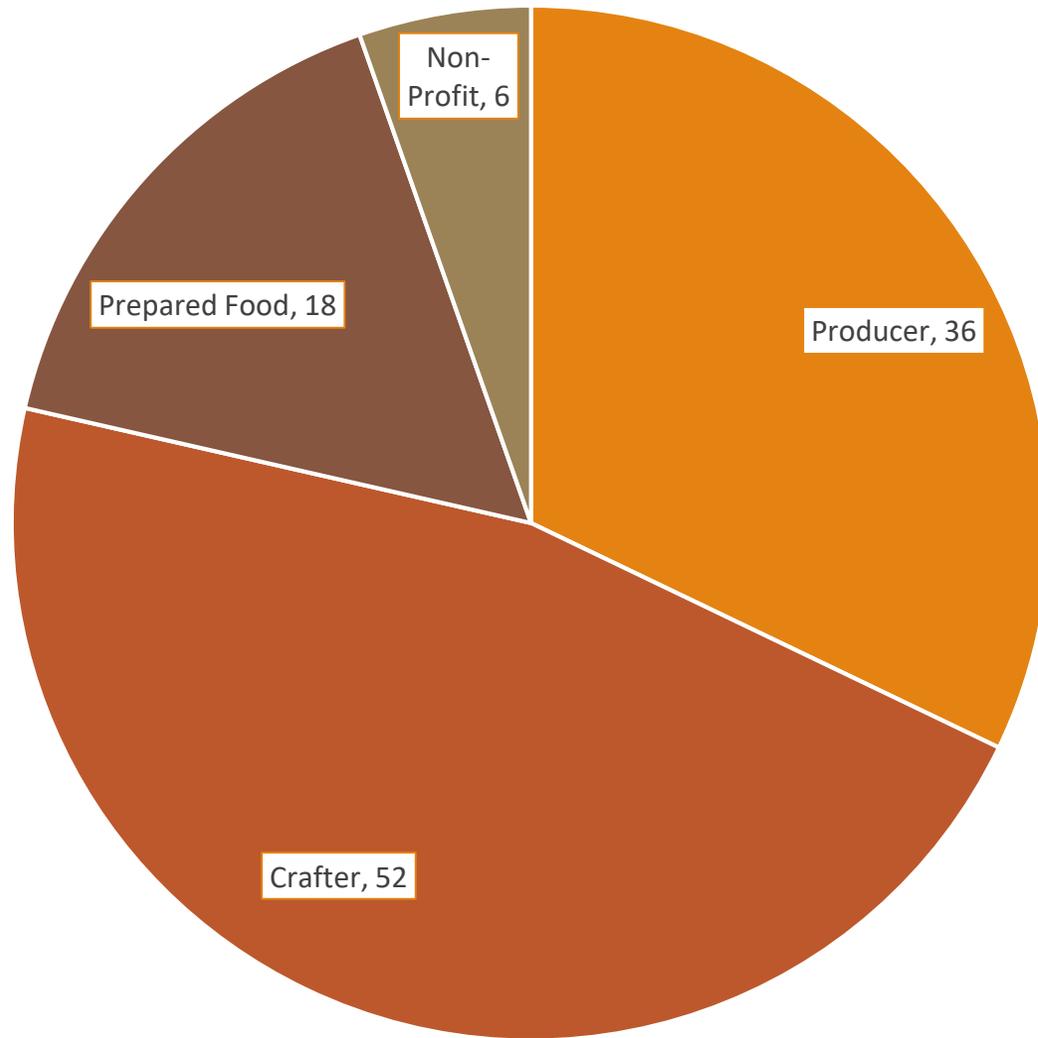
Average Visitors Weekly (by hour):

- 2017: 55 (2016: 51)
- Average by hour:
 - 2:15pm – 76 (2016 – 72)
 - 3:15pm- 55 (2016 – 51)
 - 4:15- 33 (2016 – 32)

**** Same hours/days for 2018**

2017 Overview: Memberships by Year

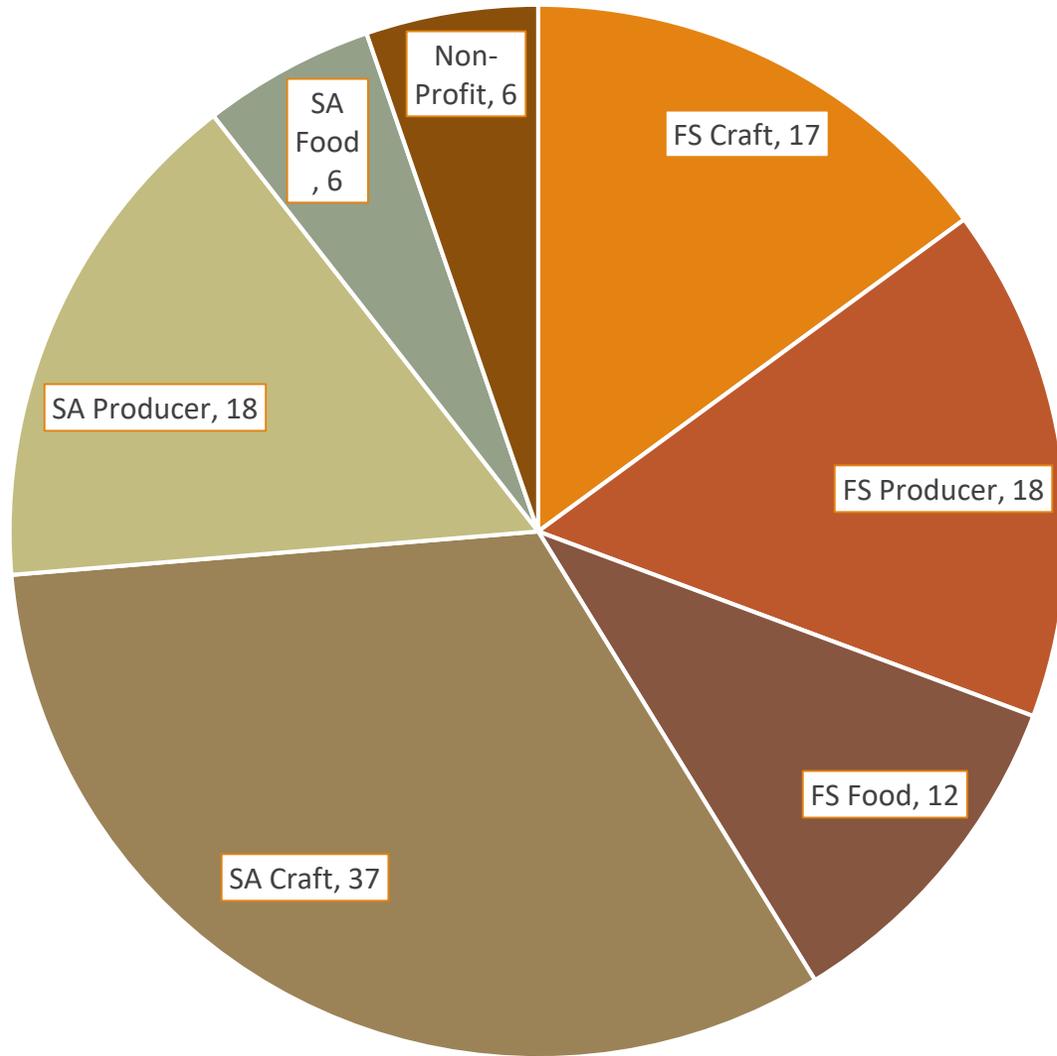




■ Producer ■ Crafter ■ Prepared Food ■ Non-Profit ■

2017 Overview: Membership Types (112)

2017 Full Season vs. Space Available



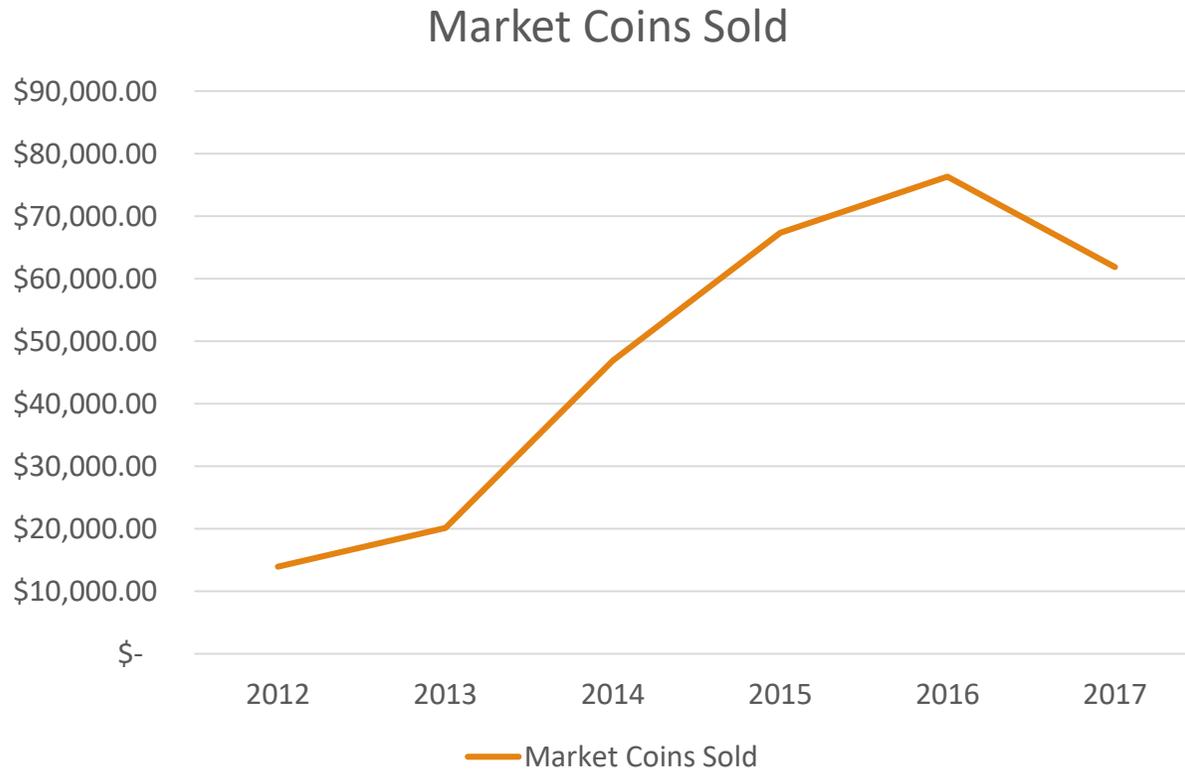
■ FS Craft ■ FS Producer ■ FS Food ■ SA Craft ■ SA Producer ■ SA Food ■ Non-Profit

2017: Market Coins & Quest

Sales by Year: All EBT Transactions



2017: Numbers – Market Coins

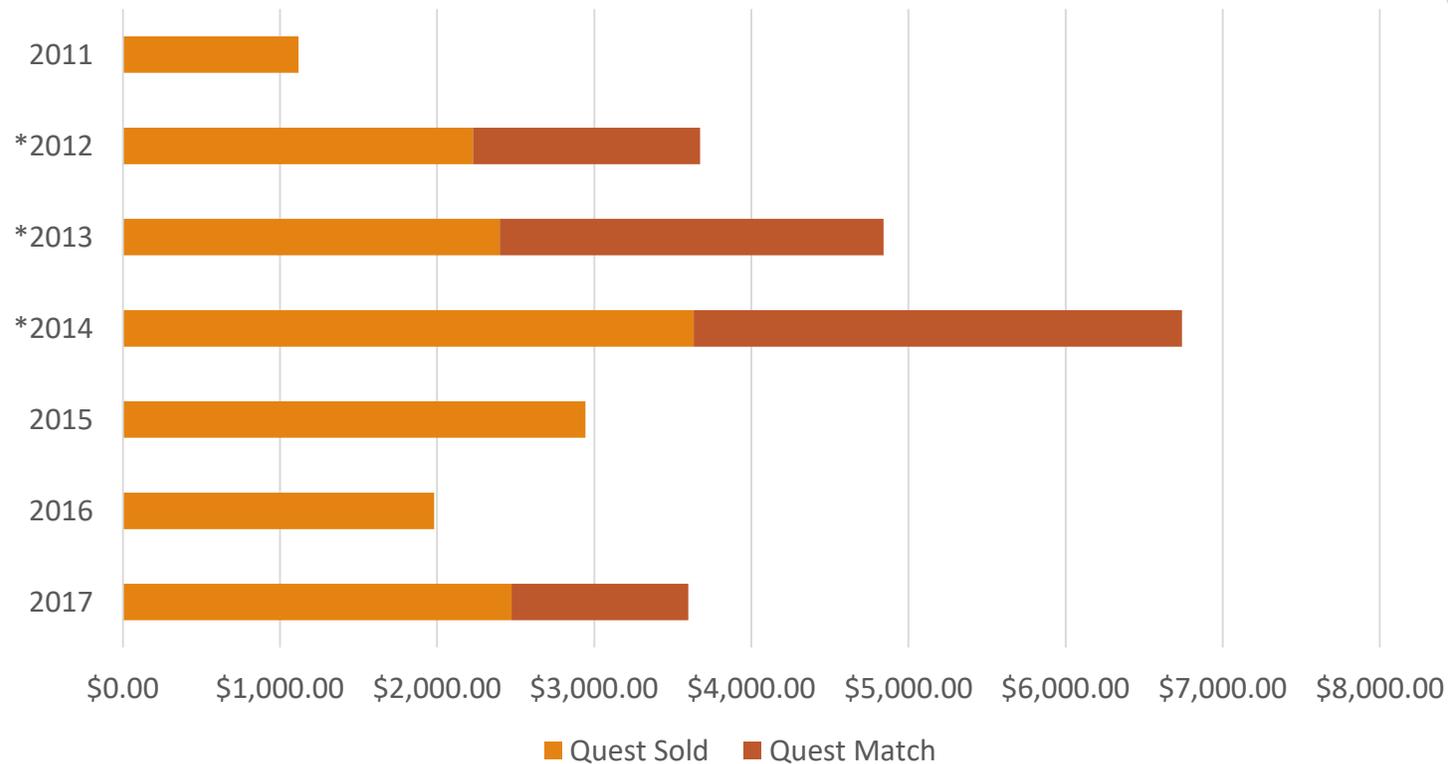


	2012	2013	2014	2015	2016	2017
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840

2017: Numbers – EBT Swipe Program



QUEST SALES



2017 Events



Farmers Roundtable Education Series:
Book Club Discussion
"The Market Gardener" by
Jean-Martin Fortier

When: Thursday, February 16, 6-7pm
 Where: Homer Public Library, Conference Room
 Free and open to the public
 Haven't read the book? Come and learn more!
 **Books available for purchase at the Homer Farmers Market

Save the Date:
 Community Seed Swap!
 SAT. February 18 @
 Kachemak Community
 Center, 2-5pm



Sponsored by the Homer Farmers Market, Kenai Peninsula Food Hub/Cook Inletkeeper, and Homer Community Center
 PosterMyWall.com



GREEN is the new **BLACK** at the Homer Farmers Market

<p>KIDS ZONE</p> <p>11am-1pm: Veggie Print Craft</p> <p>10:30a-3pm: Kids Vending Day (Check in at the INFO BOOTH Before Setting Up)</p>	<p>Chef at the MARKET</p> <p>Radish Rhubarb Salad w/ Citrus Mint Dressing</p> <p>12:30-2:30pm At the Stage!!!</p>	<p>MUSICAL GUESTS:</p> <p>TAMBA MARIMBA</p> <p>10am-12pm Activities Tent</p>
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NATIONAL FARMERS MARKET WEEK
 August 6th - 12th, 2017

Harvest Party
 This Saturday
 Quest cards accepted here

 An illustration of a cornucopia overflowing with various fruits and vegetables, and a scarecrow holding a basket of produce.

1st Ever Alaska State Farmers Market Conference – March 2-4,

- Special Guests – Arthur Keyes (Director of AK Div. Ag), Washington and Minnesota Farmers Market Assoc. Directors, Amy Petitt (AK Farm Trust), Mary Smith (Edible Alaska), DEC, WIC/SNAP/Senior, and many more!
- Over half markets in the state represented (22 of 41)
- 20 Sessions - peer led as well as expert lectures
- Led to re-establishing the Alaska Farmers Market Association
 - Strengthens connections with farmers markets around the state
 - Support/Information
 - Funding!



2017 Poster & Apparel



HOMER FARMERS MARKET

2017 Season

Open May 27 – September 30

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

WIC, FMNP & EBT coupons accepted

ON OCEAN DRIVE



Financial Highlights

Tiffany Sherman, Treasurer

- FMPP Grant Income: \$52,413 (now closed)
 - EBT Coordinator, Board and Staff Development, Merchandise Production, Alaska Farmers Market Conference, Advertising, Signage, Chef at the Market, and more!
 - Grant covered ~**\$35,428** of regular operations costs 2016-2017 seasons and provided an additional **\$7,390** in “indirect costs” support
 - Total support to cover “regular” operations: **\$42,638**
 - ~\$37,000 were spent on additional grant objectives
- Quest Matching Fundraiser: **\$2,754**
 - Distributed **\$1,200** in matching
- Sales Tax collected
 - On merchandise and booth fees
- \$2 Transaction Fees for Market Coin purchase
 - Offset cost of running EBT program by **\$2,370**



2018 Market Staff Changes

Robbi Mixon – Market Director

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

Maggie Wyatt- On-site Manager

- Coordinating on-site logistics (i.e. if you want a space, contact her... if you are going to be late, contact her...)

Mandy Bernard- EBT Coordinator

- Market Coins/SNAP Sales
- Katy Countiss as trainer and back-up for all positions

Margarida Kondak – Market Greeter/Chef at the Market Coordinator

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



2018 Policy Changes

Vendor Expectations (#7) - Addition

- Harassment of any kind is not tolerated by the market. Please see section 31 for more information.
- Vendor space will be reassigned after 9:30 a.m. Saturday morning if Market Manager is not notified of late arrival. Late arrivals on Wednesday may result in an altered space assignment as well.

Children at the Market (#25) - Addition

Any children, family, or family friends attending the market with a vendor are subject to market policy and this vendor agreement.

Violation of Market Policy (#32) - Revision

- 1) Notice of a first violation shall be informal and oral, and will be recorded in writing on the Manager's Daily log. The violation shall be specifically identified and the warning shall be accompanied by a copy of the Market Policy Handbook.
- 2) Notice of a second violation shall be formal and in writing. A copy of the warning notice, initialed by the vendor and the Market Manager, shall be kept on file. Refusal to sign the warning notice will be in direct violation of your signed vendor agreement and will automatically be subject to sanctions listed in #3 below:
- 3) Upon a third violation of Market policies or for more serious offenses such as threatening behavior, the vendor shall be required to leave the Market for the remainder of the vending day. Further sanctions will be at the discretion of the HFM Board of Directors and may include:

VOTE

— *for the* —

Board of Directors



2018 Board of Directors Elections

Scott Miller, Board President

- What the Board Does

Select up to 6 members to fill 6
open seats on the Board of
Directors

2018 Board of Directors Election Results

Welcome 2017 Board Members:

- RETURNING:

- Jon Kee (Spruce Top, farmer)
- Lori Jenkins (Synergy Gardens, farmer)
- Marsha Rouggy (Sweet Berries Jams, cottage food)

- NEW:

- Anna Meredith (Bridge Creek Birch Syrup, producer)
- Megan Palma (Alibi Ala Carte, prepared food)
- Tessa Drais (His & Hers Bakery, cottage food)



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

CALL FOR ARTISTS- 2018 POSTER & MERCHANDISE 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 1, 2018
- 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 become property of the Homer Farmers Market and may be used in other promotional material including tshirts, hoodies, etc.)
- Email entries to: manager@homerfarmersmarket.org or Post to: PO BOX 2274, Homer, AK 99603

Upcoming
Agriculture/
Education Events:



Build Your Farm Through Better Business Practices

Wednesday-Saturday, February 7-10, 2018 | Homer, Alaska

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
- ❖ April 1st- Poster/Merchandise Design Contest Entries DUE by 12pm
- ❖ May 19th-- Market Set-up Day, 12pm
- ❖ May 26th- First 2017 Saturday Market
- ❖ May 30th- First 2017 Wednesday Market
- ❖ August 11th - Zucchini Festival and Races
- ❖ September 29th - Harvest Party Potluck (and last market)

Questions/Feedback



manager@homerfarmersmarket.org or homerakfarmersmarket@gmail.com
907-299-7540