



MINUTES
Foothills Farmers Market Steering Committee
Monday, April 6, 2009 – 3 PM
Harvest Works

Present: Greg Traywick, Christy Underwood, Anne Short, Wade Nichols, Daniel Shires, Tim Crofts, and John White (guest).

Greg Traywick called the meeting to order and reported that an April 1 meeting was conducted between select steering committee members, Harvest Works staff, and Cleveland County Health Department officials to explore the possibility of making the commercial kitchen at Harvest Works available to farmers' market vendors on a fee-for-use basis. Harvest Works manager John White noted that the major challenges include procurement of equipment and utensils to be used and stored separately from that used daily by Harvest Works kitchen staff. Harvest Works plans to visit the Blue Ridge Food Ventures community kitchen in Asheville to learn more about how their facility is managed. Critical to the discussion is how many vendors would be interested in using the facility.

Wade Nichols reported on plans to submit a grant application to the USDA Farmers' Market Promotion Program. Application is due April 27 with funds distribution set for October. Anne Short provided an overview of eligible entities and grant uses and application procedures and requirements. After some discussion, the steering committee identified three priority projects to be included in the application:

1. Establishment of a new Electronic Benefits Transfer (EBT) project to enhance access to fresh fruits and vegetables among limited-resource citizens.
2. Implementation of a comprehensive marketing plans that: a) enhances market visibility, and; b) educates consumers (including limited-income, high-risk communities) on the selection, storage and utilization of farmers' market commodities.
3. Start-up of the community kitchen at Harvest Works modeled after Blue Ridge Food Ventures, to include purchase of equipment, compensation of staff, and certification and training of facility users.

Wade will take leadership for writing the application, seeking data and assistance from Greg Traywick, Anne Short and others. Anne agreed to review the application and recommend changes.

Greg Traywick reported on behalf of the market coordinator selection team, who recommend Jonathan Dyer for the post. After discussing Jonathan's background, credentials and references, the steering committee voted to hire him for the post.

The committee established an agenda for the Vendor Orientation Meeting (which was to follow at 5 PM) and adjourned at 4:40 PM.