



**Organization Team Meeting
Wednesday, September 28, 2009
Cleveland County Extension Center**

Present: Sandy Brenneman, Charles Wilson, Wade Nichols, Anne Short
Not in attendance: Chad Stout, Christy Underwood, Pat Steele, Charles Camp

The team resumed its work on specific items needed for the October 12 Steering Committee meeting – bylaws, operational guidelines, grant proposals.

Results:

1. The team members present reflected on the formation and successes of FFM and the increasing number of people involved in leadership, and recommend that the bylaws describe the creation and operation of a community-based organization with three classes of members – *producer/vendor, community organization, and consumer*.
2. Anne Short will use the example bylaws and operational guidelines from the Carboro, Durham, Fayetteville, and Cary markets, and draft bylaws for FFM that will provide the overall framework for governing and operating the organization. She will also outline the topics to be addressed in the operational guidelines which will evolve from year to year. The producer/vendors on the organization team will be asked to produce a draft of operational guidelines for 2010 – Charles Wilson will take responsibility to bring them up to date and seek their help to complete this task.
3. Wade Nichols will draft a proposal for submission to the Golden Leaf Foundation for the November 2 due date, using the foundation's guidelines and grant proposals previously developed for FFM, but not yet funded. Wade will seek help in drafting proposals from Chad Stout, anticipating another proposal to the US Department of Agriculture.
4. Sandy Brenneman will compile the team's summary of the resource needs identified for the FFM to guide planning for these grants, and to provide stakeholders of the market the opportunity to comment on these needs and shape the future of the FFM with their views. The following page of these notes provides a working draft of needs, estimated costs, and initial ideas about appropriate sources of funding.
5. Greg Traywick is requested to compile a financial report that summarizes all FFM expenditures thus far, information required in grant proposals.
6. Future agenda items for organization team:
 - a. Detailed operational guidelines – a draft that incorporates the input from various FFM participants and groups, ready for consideration by the Steering Committee.
 - b. 501 (c) 3 application
 - c. Incorporation papers for NC Secretary of State's Office
 - d. Business plan for FFM
 - e. Grant strategy to boost small farm development:
 - i. Equipment – tillers, irrigation, plastic, greenhouses, hoop houses, etc.
 - ii. Training and equipment to aid movement toward natural/organic growing
 - iii. Business planning

Foothills Farmers Market Grant-Planning Notes – 10/1/09

Purpose/Needs	Estimated \$	Potential Sources			
		Golden Leaf Foundation	US Depart. of Agriculture	NC Rural Center	Others
Facility – Land, building, equipment	\$100,000↑		✓	✓	
# Vendor's capacity, customer parking					
Bathrooms					
Utilities – power, water					
Maintenance features & budget					
Market Equipment	\$20,000	✓	✓		
Tents					
Sign boards					
Tables					
Kitchen					
Electronic Based Transactions	\$5,000	✓	✓		
Equipment to read cards, debit accts					
Training and coaching support					
Producer Education – crop variety, lengthened season	\$12,000 to \$15,000	✓	✓		
Instructors					
Materials					
FFM Marketing	\$20,000	✓	✓		
Bill boards					
Print, radio, TV advertising					
Banners					
Events, demonstrations, entertainment					
Stipends for entertainment					
FFM Operations					
Market staff (1/2 time, 12 months)	\$20,000	✓	✓		
Community kitchen staff (1/2 time, 12 months)	\$20,000	✓	✓		
Business planning (contract)	\$10,000	✓	✓		