

DRAFT

**Rutherford BARN (Building Agricultural Relationships Now)**  
Board Meeting - May 21, 2019, 10:30 am, Cooperative Extension  
AGENDA

Members present: Brandon Higgins, Tiffany Rigell, Wendy Shumaker, Steve Govus,  
Amy Bridges, Danielle Jones, Stephanie Rzonca, Bob Young  
Members absent: Bill Coxe  
Others Present: Rebecca Allen, Hannah Bundy

**1. CALL TO ORDER**

Brandon Higgins called the meeting to order.

**2. APPROVAL OF MINUTES**

February Minutes

Steve Govus made a motion to approve February's minutes. Wendy Shumaker seconded the motion.

Motion carried unanimously.

April Minutes

Amy Bridges made a motion to approve April's minutes. Tiffany Rigell seconded the motion.

Motion carried unanimously.

**3. OFFICER REPORTS**

Treasurer's report

Wendy Shumaker talked to someone at the IRS about the 501(c)3 status, she was advised that there is a possibility for it to take 45-180 days to get through. Wendy requested an invoice for porta potties & electric bill but hasn't come through yet. Profit & Loss statements printed out & presented.

Officer reports

Rebecca Allen is getting FMNP taken care of. Everyone's paperwork has been submitted & stamps are all in order. FMNP vouchers will begin to flow through WIC and the Senior Center around mid-June.

**4. OLD BUSINESS**

Insurance

Quote presented by Brandon Higgins. \$175/year for general liability insurance for \$1 million.

Steve Govus moved that we move forward with general liability. Amy Bridges seconded.

Motion carried unanimously.

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Other insurance to consider is board insurance to cover the board from personal lawsuits of employees or vendors. A \$1 million policy for \$475/year.

Wendy Shumaker made a motion that the board move forward with board insurance. Steve Govus seconded.

Motion carried unanimously.

#### Events Calendar

Next event is the ICC cooking demo this Saturday May 25. The chef will need ingredients. Issue checks to vendors whose products we buy. Wendy said buy as much as she can from the farmers market vendors and give credit to each farmer at the market. Farms will be paid accordingly.

June 8 – Foothills Farm Tour

June 15 - Cherry Bounce Festival, Walk with a Doc on June 15 that will start and end at the farmers market. Wendy shared that they had a hot dog stand offer to come and be at the market, with ice cream. Steve Govus said that we should have a policy against really loud generators, and encourage quiet generators.

June 29 – Rocky Hill BBQ

August 3 – Tracy Davis cooking demo.

We should be thinking of events & activities for the July months.

### **5. NEW BUSINESS**

#### Approved Grant

Brandon Higgins shared that an \$8,000 grant has been rewarded to the Farmers Market from the Rutherford County Endowment Fund. The funds are to be used for marketing & management of the farmers market and are currently being held by the County until the 501(c)3 is complete. Brandon suggested that we use the funds for marketing. He has also submitted a grant to RHI for \$40,000 for a staff position, and we are waiting to hear about that reward. Another grant application has been sent to Carolina Farm Credit for \$5,000 and we are waiting to hear about that award. We are waiting on 501(c)3 status to receive \$15,000 from Foothills Connect.

#### Marketing proposals

Marketing proposals have been received from Artifacturing and Chatterbox creative. Stephanie Rzonca and Amy Bridges spoke highly of the quality of Artifacturing's work. Artifacturing's proposal was reviewed by the board & Brandon Higgins suggested that \$100 be added each month for paid social media advertising, to bring the total monthly cost of marketing, PR, and outreach to be \$1000.

Danielle Jones motioned that we accept the proposal from Artifacturing & add \$100 for paid social media marketing. Stephanie Rzonca seconded.

Motion carried unanimously.

#### NCDA compliance information session 5/30 @ 6:00pm-7:30

Important to the board to understand the best practices of direct selling agricultural products.

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Other comments

Bob had a marketing suggestion – give the t shirts that we have out for free, and give out flyers & vouchers for free totes for the recipients of the FMNP WIC vouchers.

Introduction of interns – available to assist during market when needed.

Closed Session

**6. ADJOURN**

Wendy motioned to adjourn, Danielle second

Motion carried unanimously.