

Rutherford BARN (Building Agricultural Relationships Now)
Board Meeting – August 28, 2019, 10:30 am, Cooperative Extension
MINUTES

1. CALL TO ORDER

Brandon Higgins called the meeting to order.

2. APPROVAL OF MINUTES

July 17 Minutes

Heading of minutes needed to be changed to reflect the correct date of July 17. Amy Bridges made a motion to approve the minutes as amended. Bob Young seconded.

Motion carried unanimously.

3. OFFICER REPORTS

Treasurer's report

Wendy Shumaker delivered the treasurer's report and passed out the current profit & loss statement. Artfacturing has been paid for the Culinary Challenge, and there is money to pay musical entertainment at the market. The accountant says that we can carry funds over without penalties or tax liability. Threshold percentage to not have to pay taxes as long as we have it allocated to something. If we get to a certain amount, we could invest that money. Balance \$20,353.67. We are in good shape.

Officer reports

Stephanie discussed the food assessment done by Taylor Burch at the health department. Since the Health Department does not have programming for healthy eating and foods, the document can be used by Rutherford BARN for advocacy efforts. Infographics, brochures, and presentations can be made with the information gathered from the report.

Manager's report

David discussed the numbers of attendees at the market – down from earlier in the season. Income numbers are down, veggies are being sold quickly. Fall crops should be coming in soon. One or two vendors less than last year is probably making a difference in overall income being down. David is working on acclimating himself to market and is actively planning on recruiting new growers. Steve thinks that diminishment has to do with lack of marketing & across the board media exposure. Stephanie assured him that we are doing everything we can to ensure that marketing is being done to reach a broad audience in the county.

4. OLD BUSNISS

Marketing plan progress

Jenna Bailey delivered a report on the marketing efforts done to date by Artifacturing. Data attached. Discussion of future marketing strategies.

Winter Market

David proposed that we host winter market at Main Street Market at 211 Main Street Rutherfordton. 2 weeks of market per month. 1st & 3rd week. \$50 per season/ \$5 per day. Discussion of how many vendors could fit into the space and whether to prioritize food vendors. Desire to do something fair for crafters and artisans while acknowledging that they are not food or the primary driver of the farmers market. Bob proposed that we evaluate the situation for crafters at the next board meeting. Bob made a motion to approve using Main Street Market as the location for the winter farmers market. Wendy seconded

Motion carried unanimously.

Wendy made a motion for price for winter market to be \$5/week or \$50/season. Bob seconded.

Motion carried unanimously.

Grant updates

Brandon delivered update on grant applications. Accepted \$12,000 from Health Department for David's salary. TDA gave \$2000 for restaurant challenge. Foothills Connect funds of \$15,000 are in hand for Rutherford Barn's general fund. \$10,000 from County and \$8,000 for marketing held by the County. Grants have been applied for with RHI Legacy Foundation and results will be presented next month. Also applying for Gateway grant for salary expenses – applying for \$25,000. Jenna Bailey also encouraged us to apply for Rutherfordton Womens League grant for \$12,000 for marketing materials for SNAP benefits. Food council \$600 to set up SNAP. Mid-October Facebook grant application are due. EPA grant may be possible – David will be writing those grant applications as they are announced.

SNAP update

David discussed EBT/SNAP application & status. Application put in 8/12 – takes up to 45 days to hear back. Working with credit card processing company for equipment & systems. Tokens will need to be purchased. Grants will need to be found for double your bucks.

5. NEW BUSINESS

Developing Food Network subcommittee

Brandon proposed we need to get more people engaged in Food Network. Food Network will be a subcommittee of BARN to address food insecurity in the county Wendy moved that we form a food network subcommittee. Stephanie seconded.

Motion passed unanimously.

David will create an application for Food Network subcommittee for individual members of barn that are not farmers market vendors.
One day we will probably expand to have an Agricultural Economic Development subcommittee, in order to build capacity for local farmers.

Recruiting more fruit & veggie vendors

Any and all applications now need to go through David. David will be working on having discussions with farmers and growers to encourage them to sell at our market.

6. ADJOURN

Stephanie made a motion to adjourn. Steve Govus seconded.

Motion carried unanimously.