

Rutherford BARN (Building Agricultural Relationships Now)
Board Meeting – October 9, 2019, 10:30 am, Cooperative Extension
Meeting Minutes

Board members in attendance: Bob Young, Tiffany Rigell, Stephanie Rzonca, Danielle Jones, Brandon Higgins

Board members absent: Amy Bridges, Steve Govus, Wendy Shumaker, and Bill Coxe

Others in attendance: David Hislop, Tina Phelps

1. CALL TO ORDER

Brandon Higgins called the meeting to order.

2. APPROVAL OF MINUTES

August 28 Minutes

Danielle Jones made a motion to approve the minutes. Bob Young Seconded.

Motion carried unanimously.

3. OFFICER REPORTS

Treasurer's report

Brandon gave a summary of the written report provided by Wendy Shumaker. Majority of bank balance is allocated for salaries.

- Grant updates

\$20,000 grant from RHI Legacy foundation for salaries. We still have 4,000 from Rutherford County Endowment grant for marketing that the County has been managing on our behalf.

David Hislop reported that we have \$600 pending from the Community Food Strategies. ASAP is also giving us a \$500 grant for getting our SNAP program started, plus materials and technical assistance.

Officer reports

David Hislop delivered his manager's report. Main Street Market is a good retail space for local farm goods. Ownership wants to increase their "market" sales. New restaurant in Lake Lure called "Lured" that is trying to increase utilization of local growers. Greater conversation on reaching out to local restaurants.

Need to do a better job of explaining that farmers can work together as partners to get more farmers to market – example: Deer Valley Farm having Green Family Farm products at their booth.

Question about Colfax Creek Farm coming to winter market.

4. OLD BUSINESS

Marketing plan

David went over the marketing report from

Our contract with Artfacturing expires in October, we could ask about continuing coverage into winter, just scaled back, and then continue using them for the 2020 season if we can get more grant funds for marketing, education, and outreach. Bob Young asked if the TDA board can provide some funding for marketing for the market.

Winter Market Advertising

SNAP needs

5. NEW BUSINESS

Yoga

2020 Budget

RHI Awards Ceremony

6. ADJOURN