

Newport Farmers' and Artisans' Market

Meeting Notes
for the meeting on
15-March-08
at
R Family Farm in Newport

Present: Karl Rau, Coco Page, Gloria DeNicola, Joan Carkhuff, Sue Watson, Tom Roberts, Everett and Lee Worcester, Grace Keown. Karl facilitated the meeting. The following topics were covered on the agenda:

Review & Acceptance of Minutes for December: accepted unanimously

Treasurers Report : Current Balance: No debts at the end of 2007, NFAM account balance is \$249.83. The group decided to have Gloria contact the Time & Tide RC&D book keeper Xandy Brown and ask that the balance of the account be sent to Gloria. Gloria and Coco will set up a new checking account for the NFAM at a local bank.

Promotion of the market:

Advertising - Carl talked to the Seabasticook Valley Paper about running a story about the market and perhaps including an insert. Joan had checked on rates with the Rolling Thunder newspaper and shared a cost sheet for ads. Joan suggested submitting a cluster of farm business card ads and possibly a coupon to run in the paper for the market.

Brochures - Tom asked the group what they would like to get printed this year for brochures. The decision was to print 1000 brochures at a cost of about \$145.00 at a local print shop. Tom asked members to update their descriptions of their farm for the brochure and he would post on the website. The bill for \$15.00/yr for the domain name for the market will be due in July. Suggested distribution of the brochures included the Credit Union, Town Offices, Chamber, Rite Aid, and the MOFGA office and their associated events.

New Signs - Carl volunteered to make a new plywood sign and check on the cost of vinyl lettering for signs and Joan volunteered to paint new signs. The group agreed to see what the cost would be for the lettering. Various options were discussed for materials for the signs. Signs can be put at the traffic intersection and marquis area. Joan & Carl will work on putting together 4 movable signs. The group talked about Including the NFAM Logo on the sign and grace volunteered to simplify the graphics. ter and laminating it to post. Sue will check to see if there is a cost to do this at the Penobscot Soil & Water District.

Website - Tom has asked all to review their farm listing. It will be used for the brochure (edited if too long). Please identify any other changes besides dates he should make.
- www.NewportFarmersAndArtisansMarket.org

By-Laws and Rules - The group reviewed the NFAM bylaws and accepted the draft circulated 2/12/08.

Other Business The group signed thank you cards featuring farm market scenes made by Joan Carkhuff to UMCE educators Gleason Gray and Donna Coffin for their efforts in developing the NFAM and to the Paris Farmers Union for hosting the market at their store site in Newport.

Membership for '08: 8 market members plan to return for the coming market season. Sue volunteered to follow up with calls to Dilly Dally and Call of the Wild Farms to find out if they were planning to participate this year.

Market Budget for '08:

The group felt the Liability insurance should be purchased again, Joan will check into the cost for '08 market coverage. Gloria has started collecting membership dues. The group agreed to proceed with other market expenses such as marketing/advertising as budget permitted.