

Summary notes of 9/17/2011 Sonoma Valley Certified Farmers' Market meeting,

Not present:

Leslie Vaughn, Secretary of the Subcommittee.
Jesus Fernandez, Member of the Subcommittee.
Members of the public.
Active Farmers' Market vendors.
Prospective Farmers' Market vendors.

Secretary's Report:

Previous minutes accepted without change.

Treasurer's report:

August P&L and Balance Sheets presented and approved.
The approved sign was installed, invoiced, and paid.

Manager's Report:

Joseph Foss of Sebastiani Winery invites 2012 Zucchini Races,
Local EBT postcards have been sent by EBT. Ms. Addison will advertise EBT (Cal-Fresh) at La Luz and Brown Baggers.
September's gift basket drawing was successful. October drawing scheduled.
Ways to promote and enhance the market discussed, increased PR recommended. 24" by 36" erasable white board requested and approved. An A-frame for the white board volunteered.
Promote customer's table and chairs. Manger's table suggested—use drawing table.
Ongoing school children program successful—promote.

Advisory Committee:

Nothing to report.

Comments:

No comments.

New Business:

Pot Luck for Vendors on November 19.

Adjournment