

NFM Board Meeting Minutes 2-24-16

The regularly scheduled meeting of the Nashville Farmers' Market (NFM) Board was called to order by Board Chair, Margot McCormack, at 9:40am. Board members in attendance included: Margot McCormack, Kia Jarmon, and Brain Copeland. Other attendees included Macey Amos, Tasha Kennard, Jackie Contreras, Carolyn Sanders. (See sign-in for additional attendees)

Ms. McCormack reads Announcement:

As information for our audience, if you are not satisfied with a decision made by the Farmers' Market Board today, you may appeal the decision by petitioning for a writ of cert with the Davidson County Chancery or Circuit Court. Your appeal must be filed within 60 days of the date of entry of the Board's decision. To ensure that your appeal is filed in a timely manner, and that all procedural requirements have been met, please be advised that you should contact your own independent legal counsel.

Ms. McCormack announces Ms. Jarmon's transition from Farmers Market Board Member to Beer Board member effective after the upcoming Metro Council meeting.

Ms. McCormack makes motion to approve 1-27-16 board meeting minutes. Motion approved by consensus

Ms. Kennard referred to the Financial Overview and Analysis packet and noted that the finalized financial report for December will be coming soon. Ms. Kennard provided an analysis of the report as follows:

840116.74	Projected Revenue
1732900	Budgeted Expenses
-892183.26	Projected Deficit
	Positive Cash Balance
373,081	(6/30/2015)
-519102.26	Subtotal
89000	Projected Negative Cash Balance
	(1/2016)
-608102.26	PROJECTED SUBSIDY REQUEST

Ms. Kennard reminded the board that this budget analysis reflects the reduction of leasable space due to the unavailability of a remodeled Artisan Shed. Ms. Kennard noted that she plans to use funds from the lease amendment to address deficits and short-falls in the future and that the market will not have access to these funds until the lease amendment is finalized. Ms. Jarmon inquired about a date for a finalized the lease amendment to which Ms. Kennard responded with an explanation of the process the amendment will go through before becoming finalized. Ms. Jarmon clarified by asking for a date to which Ms. Kennard responded that she does not have an answer. Ms. Kennard also explained that the lease includes a \$4million cash payment for the 'fair value' of the land and described how this money will be allocated to the market by Metro Council via letter or legislation. Ms. McCormack inquired who determines fair market value of the land to which Ms. Kennard responded that the city and state surveys provided that determination. Ms. Kennard gave further information for the financial report including the progress in filling staffing vacancies. Ms. Jarmon asked when the Marketing and Program Coordinator position would be filled to which Ms. Kennard responded, "By next board meeting."

Lease and Facility Assessment

Ms. Kennard introduced Ms Jennifer Cole of the Metro Nashville Arts Commission (MNAC) who then gave a presentation on MNAC's planned partnership with the Nashville Farmers Market. Ms. Jarmon responds by referring to January's board minutes and the previous discussion of public art at the market and by commending the market and MNAC for the partnership. Ms. McCormack introduced Eric Woodard of the Picnic Tap. Mr Woodard provided a presentation that included a current business update, plans for improvements to space and menu, and a request to add menu items to his current lease. Ms. McCormack suggested the board think hard about approving the changes to Mr. Woodard's lease and how this case might affect other restaurants operating in the Market House. Ms. Jarmon asked how these changes would affect Mr. Woodard's current lease to which Ms. Kennard responded that we would have to add items to the menu in his lease. Ms Jarmon clarified by asking if it changed the terms of Mr. Woodard's lease to which Ms. Kennard responded no. Ms. Jarmon asked how the board creates a process for these changes to which Ms. Kennard responded that the process is currently to bring changes before the Board for approval. The Board discussed the process. Ms Kennard requested to recognize Ms. Jane No of the Market Deli. Ms. McCormack recognized Ms. No. Ms. No described her current business and the potential impact of a change to Mr. Woodard's lease. The Board discussed the potential impact to Ms. No's business. Ms. Kennard recommended that the Board discuss the process of bringing menu changes before the Board. Ms. Jarmon reminded the Board that it set a precedent a year ago to not make decisions the same day that requests are presented to the Board to give the Board time to make all considerations. The Board further discussed Mr. Woodard's request and the approval process. Ms McCormack recognized Market House Merchant liaison Mr. Ed Smith who expressed his support for Mr. Woodard's request. Mr. Copeland requested to see the lease amendment in the March 23rd Board meeting.

Mr. Copeland made a motion to approve Mr. Woodard's concept as presented. The motion was approved by consensus.

Mr. Copeland made a recommendation that staff draft a policy for handling lease changes of this nature to be presented at the March 23rd Board meeting. Ms. Kennard agreed.

Food Truck Policy

Ms. Kennard reviewed the Board's previous approval of the Grilled Cheeserie's participation at the market and referred to the request made by the Grilled Cheeserie in January's Board meeting to extend their lease and the Board's deferral to staff. Ms. Kennard referred to Mr. Smith to describe feedback received from Market House Merchants regarding food trucks at the market and Mr. Smith gave a summary. Mr. Copeland requested to know what consumer feedback has been to which Ms. Kennard stated that it has been overwhelmingly positive. Ms. Kennard then introduced the Food Truck Policy and read the recommendations therein:

- The policy will limit Food Trucks participation at the Nashville Farmers' Market to Friday, Saturday and Sunday and on a case by case basis for special events.
- No more than two (2) Food Trucks will be allowed to participate at the market during normal operating hours on Friday, Saturday and Sunday.
- No more than four (4) Food Trucks will be allowed to participate at the market during Night Market events.
- Food Truck participation and events will be discussed on a case by case basis for all Special Events (market events and third party events).
- Placement, seating and promotional signage of the participating Food Trucks will remain the discretion of NFM management.
- Participating Food Trucks will be required to source and promote local and regional ingredients and utilize their promotions to support the Market.
- Food Trucks seeking a single or multi day residency at the Market will be required present to the board, receive board approval and agree to a 3, 6, 9 or 12 month temporary lease outlining the terms of their agreement.
- The Food Truck rate will be applied to daily rental.

The Board discussed the policy and recommendations including the recommendation to limit food truck participation to specified days, and the impact of food trucks on parking and seating. Ms McCormack recognizes Mr. BJ Lofback of Riff's Fine Foods. Mr Lofback noted his and other food truck purveyors' preference to be able to sell at the market on weekdays. Ms. McCormack recognized Joseph Bogan of the Grilled Cheeserie. Mr Bogan expressed that consistency in placement is important to food truck purveyors and addressed parking and seating concerns. Ms. McCormack recognized Same Tucker of Village Bakery and Provisions. Mr. Tucker commended the policy as put forth by Ms. Kennard. The recognized speakers and Board continued to discuss the merits of the Food Truck Policy. Mr. Copeland reminded the Board that they must vote to adopt the policy or not and recognized that the main question is the number of days Food Trucks are allowed to participate in the market and asked for additional questions. Ms. Jarmon reminded the Board that last month they deferred to management and that she would like to see a residency option for Food Trucks wishing to commit to participating at the market as has been done with Grow Local Kitchen purveyors. Mr Copeland asked for a better understanding of staff's perspective to which Ms. Kennard responded. Ms McCormack stated that as the owner of a restaurant she feels most aligned with the point of view of Market House Merchants but as Board Chair she yields to the market's need to draw revenue. Ms Jarmon states that she would like to see a residency program that holds food truck merchants to the same standards as those for Market House merchants. Ms Kennard wished to clarify that the policy may need to be amended and that this policy is different from a residency. Ms Jarmon recommended to review and outline a Food Truck residency program and asked if it was necessary to review the rest of the policy before approval. Mr. Copeland agreed with Ms Jarmon's recommendation.

Executive Director's Report

Ms. Kennard referred to the staff vacancies and the process for filling them. Ms Kennard outlined the Merchant Application process and progress and noted that many merchants have concerns about parking. Ms. Kennard reviewed upcoming events.

Other Business

Ms. McCormack recognized Mr. Alan Brubaker of Order Up. Mr Brubaker stated his support of Food Trucks at the market and his desire to partner with other Market House merchants.

Ms McCormack called meeting adjourned.