

NFM Board Meeting 11/16/16 Minutes

The regularly scheduled meeting of the Nashville Farmers' Market Board was called to order by Board Vice-Chair Priscilla Norman at 9:30 am November 16, 2016.

In attendance were Board members Priscilla Norman, Tyler Brown and Brian Copeland. NFM Staff members present were Tasha Kennard, Carolyn Sanders, Charles Kizer, Jackie Conteras, Rebecah Boynton and Kay West, and Metro Legal representative Susan Jones. A quorum was present.

Also in attendance were vendors Beth Piper, Timothy McKinney, Ruth Rico and Lily Webb.

Vice Chair Norman calls the meeting to order and read the following standard 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.

Public comments were invited at the start of the meeting to ensure that anyone who wants to comment can do so prior to the Board discussing the business on the agenda. Vice-Chair Norman read the following standard announcement:

Individuals, requesting to address the Board; will be limited three (3) minutes unless granted more time by the Board Chair. Each person authorized to speak is expected to state her/his name and address and the organization represented if any, and if the speaker reads prepared text, to provide a copy to Board staff.

Lily Webb requested time to speak. She expressed gratitude for the BOGO program for winter market.

Asks if vendors can park their car next to their space to help block the wind, cold and other inclement weather as they do on Wednesdays and Fridays. She also suggest a vendor fashion show after the holidays.

ED Kennard addresses the parking question and says that on Saturdays, space needs to be utilized by customers. She addresses concern about the cold. She reports she and Mr. Kizer have been meeting and discussing tarping options as a temporary solution for winter months. Unfortunately not many options are available. The old tarping system has safety concerns. Looking at a white or clear curtain that pulls back on a pulley system. It is safer than old system. A company has been identified that rents such a system. A cost evaluation is being done. That is the solution Market management is looking toward rather than more cars inside the shed area.

The fashion show idea will be addressed at the staff 2017 Planning Meeting.

Vice-chair Norman asks for approval of October 26, 2016 meeting minutes. Moved, seconded and approved.

Financial Overview

Tasha Kennard points out two financial reports in Board packets with two reports. One is notes version of Financial Overview and Analysis as of October 31. Effective July 1, 2016 the NFM operating budget is \$1,952,700 which includes total revenue of \$952,700 and an operating subsidy of \$1 million. The operating subsidy utilizes funds from the State lease agreement. The Market's total expenses are not expected to exceed the operating budget.

As of October 31, 2016 the Market earned \$331,224 in revenue collections, ahead by \$10,494. The Market expenses total \$511,540 and is detailed in the BAR attached.

There are no additional fee waivers to report at this time. During Winter Market, management is allowing vendors to pay for one space but use two and push their inventory to front aisle and go long rather than deep. All vendors in the shed have been offered that BOGO.

A detailed report done by ED Kennard is included that shows expenses and revenue snapshot. It will always be slightly different to the BAR due to timing of invoices processed and the closure of the books. It allows ED Kennard to look at actuals rather than a straight-lined year. The expense snapshot was added last month. The Market has never been able to project expenses in an actual manner. It is challenging to evaluate and see a trend due to how several vendors invoice—some monthly, some by quarter. Generally, the Market is on track. Cash flow gets upside down in November and December but have operating subsidy and overflow revenue to pull from. This report is submitted to Metro Council on a monthly basis.

Executive Directors Report

There is a proposal for the work sessions that at the January 25 and February 22 Wednesday Board meetings the Board extend the time after the meeting to have a work session afterwards of one hour each. The Board can vote on those dates at the December Board meeting. Management will line up facilitators for those meetings.

Facility updates are moving forward. The bid was awarded for the restrooms, the plumbing has been scoped and the project should take 2-3 weeks. An RFP for patio improvements will be posted. There is a slight change in the timeline on the patios due to the RFP process. There will be a temporary solution at the NY's Eve event and work should begin in 2017. Renderings and plans for other facility work should be ready to show the Board at January or February meeting. There are some fire suppression issues in the sheds that need to be fixed before the curtain walls can be placed.

Mr. Kizer reports that painting is planned for main floor hallways and atriums and second floor conference room and other areas to change colors. Outside the fence around the south side of the property and trellises. ED Kennard says the winter season will be used to prepare for a fresh look in the spring.

Plans for NY's Eve at Bicentennial Mall and the Farmers' Market are moving forward. Load-in will begin on December 26 and will include installation inside Farm Shed 2 which is their artist compound. It will include catering and a warming station for artists performing at event. The Market House is being rented and they have asked the restaurants to be open from 4pm-1 am and offer a minimal number of items to move lines quickly. There is also an opportunity for a couple of vendors in the sheds to participate. They will be charged a fee to participate but fees for restaurants inside the Market House will be waived. D&D Events will do a large bar in the center of the Market House. It is a great opportunity to showcase the Market, and CNN will be reporting live from the event.

CVB event producers have done a walk-through with ED Kennard and Kay West regarding space, security, EMTs. Public Works is working on the new leased parking lot to have it ready for vendors that night. If it is not, they will be able to park on premises.

There will be an Uber/Lyft/Taxi lane on 8th Avenue, as well as shuttles to James Robertson Parkway entrance. Entrances to the Market House will be from Rosa Parks and Seventh. Farm Sheds will be accessed by special pass only. The Music Note Drop will take place as will fireworks behind the Capitol building.

If the Board is interested in attending they should let Market staff know.

Jackie Contreras reports on Winter Market. Winter Wednesday kicked off Wednesday, November 16 and will be held from 10 am- 2 pm every Wednesday. Inside the Market House there is room for 10-12 food artisans, crafters and flea. A thank-you for participating in Winter Wednesday gave everyone who was at the first Wednesday a free space today. There was a full house both days. New vendors include a lavender farmer and bone broth maker, Remedy. She has received about a dozen application from new vendors which is surprising with winter coming on. There has been a surge of new applications.

Winter Market on weekends has a good number of vendors and thanks in part to BOGO the sheds look fuller.

Brian Copeland talks about a Bavarian celebration at the holidays he has attended in Chicago and wonders if the Market being close to Germantown could do something similar to promote holiday shopping. ED Kennard notes that staff has talked about Christmas Around the World for 2017.

Kay West reports on the success of the 'Nashvill' television shoot and the Veterans Town Hall. Still trying to figure out how to hold large outdoor events that were or would have been in the North Sheds in the South Sheds. Rajun Cajun Crawfish Boil is still interested and will be meeting with FM. The Fire Fighters Union Holiday Party will be held at the Market on Saturday December 10 if they get a beer permit.

ED Kennard and Ms. West met regarding the Grow Local Kitchen schedule for 2017 with the goal of keeping current residents on Board. A partnership with Casa Azafran is planned for one four-day block per month for their kitchen customers. There are also several approved new applicants to slot in as well. Tyler Brown suggests using a lottery system to schedule the kitchen shifts.

ED Kennard reports that traffic flow has changed during the week and Tuesday has become very popular. Parking continues to be an issue. She reminds the Board that despite losing half the Market parking and lack of solutions from the State to alleviate the parking problem, the Market still had a successful season and record-breaking crowds at events. Both Community Farm Day and Turnip Green Festival were very successful.

Mr. Brown notes how much more he hears about the Market, via traditional media outlets and social media and congratulates the Market on producing so much exposure and good PR to counter the negativity earlier in the year. Vice-chair Norman reports how positive the reaction was from first-time visitors who attended the Farm Hand Dinner, who have returned to shop, as well as great social media presence. People are patronizing the Market and enjoying the experience.

ED Kennard reports that Ms. Contreras is working on a contract with help from legal to apply to Americorps for someone to help with the Fresh Savings program and go into the second year with more volunteers and more participants.

Rebecah Boynton talks about the December Night Market which will be a Holiday Sweater Celebration. Winter Wednesdays and Winter Market is being promoted in WFLT, WPLN and in the Scene. She reports that many merchants have really increased their presence on social media. She adds that Grilled Cheeserie is celebrating their 6th year at the Market.

ED Kennard reminds that last year was the first year Night Market was taken year round. It was previously May-October. Now it comes inside November-April. Some community members have asked that the Market be open every Friday night but the Market is not quite there yet. The Night Market is not geared to any specific demographic but across the spectrum. The November 2015 Night Market was very slow and this November was also very slow. Two years in a row November has been slow so the staff will address how to change that.

Vice-chair Norman asks if there is any other business. There is none and meeting is adjourned at 10:15 am.