

NFM Regular Board Meeting 10/25/17 Minutes

The regularly scheduled meeting of the Nashville Farmers' Market Board was called to order by Board Chairman Frank Cardenas at 9:33 am on October 25-, 2017.

In attendance were Board members Frank Cardenas, Priscilla Norman, Margot McCormack and Tandy Wilson. NFM Staff members present were Tasha Kennard, Charles Kizer, Mary Self, Carolyn Sanders and Kay West. A quorum was present.

Also in attendance were Metro Legal Macy Amos, and NFM vendors/merchants Tim McKinney, Adam Acampora, Rob Williams and Ed Smith. Chairman Cardenas 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. Chair Cardenas 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.

No public comments requested.

Chair Cardenas calls for approval of September 27, 2017 minutes. Motion made, seconded and approved.

New Board Member & New Staff Member Introductions

New Board member Tandy Wilson, chef/owner City House restaurant introduces himself.

New Market Manager Mary Self introduces herself

Chair Frank Cardenas welcomes them on behalf of Board.

Financial Overview & Fee Waivers

Executive Director Tasha Kennard reports, referring to the financial overview and analysis prepared in Board packets.

[Financial Overview is as of September 30, 2017]

Effective July 1, 2017, the Nashville Farmers' Market's operating budget is **\$1,952,700** which includes total revenue of **\$1,238,000** and a projected operating subsidy of \$714,700. The operating subsidy will utilize existing funds from the state lease amendment agreement as well as an anticipated request for subsidy in Spring 2018. Revenue is projected to increase by approximately \$260,000 and expenses are projected to remain flat year over year.

The revenue plan includes implementation of the new Market House & Garden Center rates, two new Market House lease tenants, and increased occupancy in the farm sheds and increased rental income from special events and Grow Local Kitchen. The majority of the increases will start in February 2018.

As of September 30, 2017 the Market earned \$272,053 in revenue collections. Revenue collections are behind approximately \$17,000 at this time due to outstanding payments and processing of event rental income. The staff anticipates collection of outstanding payments to be complete prior to close of October financials.

The Market's expenses for the same time period total \$460,712 per the attached BAR. Expenses are above budget by approximately \$3,000 at this time. Expenses are not projected to exceed the approved operating budget. BARs are attached for July, August and September due to some shifts after truing up the months.

There are no fee waivers to report at this time.

Regarding event income, last month the Friends of the Farmers' Market presented a \$10,000 check which included sponsorship funds from the Farmhand Dinner. Susan Jones and ED Kennard discussed after the meeting and Ms. Jones has determined the following. Legislation had to be drafted because the donation was over \$5,000. ED Kennard reads Metro policy regarding accepting donations. Because the donation was over \$5,000 Susan Jones drafted legislation and has it for ED Kennard. It requires signing but not Board approval. In the future, if the FOFM presents donations over \$5,000 legislation will again need to be filed. If it is below, we do not.

Ms. McCormack requests a breakdown on expenses for Farmhand Dinner. ED Kennard notes most of expenses will be rentals. Expenses were down this year, but additional expenses were incurred by rental of AV equipment. ED Kennard says she will send detailed expense report.

Ms. McCormack asks for ticket and comp count. 238 people were seated, 42 were comps. Ms. McCormack thanks Ed and Paul from B&C for all they did and commends everyone involved for a great event. ED Kennard thanks Ms. McCormack for her hard work on the event. Ms. McCormack replies that she would like more control of chefs next year.

ED Kennard says the video that was produced was excellent and that there is enough footage for us to use for promotional video.

Live performance & Streaming Music Policy Review & Approval

ED Kennard will share the information but is not seeking approval at this time. The Market House has many tenants who want to stream music in their space from the radio, Pandora, Spotify, etc. Some also want to have live music---Picnic Tap and Natchez on their patios. Inside, 20 merchants want to play their own music, which can be a challenge. NFM and Metro is reviewing all the regulatory requirements

and policy from performance rights groups ASCAP, SESAC and BMI. The NFM has to be in compliance and tenants do as well. The information will be presented to them on November 14th at the next Merchant Advisory Committee meeting. It will then be sent to all merchants.

At November Board meeting, NFM management will present Board with an actual policy around live music performances and streaming music from radio or TV. It will present a range of approved decibels. There are also tenant complaints about their neighbors playing music too loud. That will be sent to Metro legal and then brought to the Board. Policies from other retail centers are being shared and reviewed. Metro legal and ED Kennard are exploring if it will be distributed as policy or written into leases.

Ms. McCormack also notes that loud or inappropriate music can drive customers away. Another option would be that the Market would be the only source of music, but an investment in equipment would be needed.

Executive Directors Report

Kay West reports on upcoming events. The Mayor's office is holding a series of Open Houses on Transit and the first one in partnership with Public Works will be in the Market House Thursday night, October 26th.

The Tennessean's Nashville Storytellers Project will hold their final event of the year featuring veterans in the Market House November 6th. Bella Nashville and Jeni's Ice Cream will be open and retailing.

The Turnip Green Festival is taking place Saturday November 4th. New Board member Tandy Wilson will be cooking hams alongside Troy Smiley.

The inaugural SipTN Wine Festival will take place in Farm Shed 2 and the center alley Saturday November 11th from 11 am- 6 pm. It is a partnership with TFWA and is spearheaded by Adam Acampora from Natchez. It is first all Tennessee wine festival in Nashville, 28 wineries are participating. There will also be artisan vendors, food vendors, cooking demos, seminars and live music. Friends of Farmers' Market is providing volunteers. Profits will be split between TFWA and FOFM.

New Year's Eve 2017 will be a different set-up than last year when the Market House was open to all and all vendors were open. That was not successful. This year the Market House will host the Gold Circle Party, a ticketed event at a \$250 pp price point. There will be a bar, some catered food, vendors will be closed and there will be a special viewing area for Gold Circle ticket holders. They will also be renting Farm Shed 1, patios and our parking lot.

"Nashville" television show was in Farm Shed 1 shooting a scene for the second episode in the next season. Several vendors were paid to be there for the shoot. This was a source of revenue for the Market.

ED Kennard reports the last indoor/outdoor Night Market was in October. The next one will be inside only on November 17th and will stay inside through March.

Plans are near finalized for Batch's Holiday Marketplace to be in November and December. They will be building out temporarily into the center of the Market House.

Several merchants have asked that we promote Small Business Saturday the day after Thanksgiving. It is a challenge because many of the businesses at the Market want to spend time with their families and not be open.

The holidays wrap up with Breakfast with Santa, the third Saturday of December.

The parking agreement with the State has been finalized. The State will begin construction on the Archives building this fall, there is no firm date. That will take the vendor lot currently used. Negotiations began early so there was no scramble to find parking at the last minute. The State has allocated 60 permits for on street parking for merchants and their employees. The Market has exclusive use of the new charging station lot on Harrison which has 25 usable spaces. That is not exclusive to the Market. It is also a bus stop and will be a charging station for the Green Circuit Bus. That will increase accessibility for those riders to come to the Market. Currently it drops under the train trellis at Bicentennial Mall. The route for that bus has been extended to TSU which is good for the Market.

ED Kennard continues to work with park rangers and the State on road closures on 6th and 7th. Each time those roads are closed it significantly impacts the Market. The new lease agreement will require that they work with us each time they plan or agree to a road closure. The new agreement runs through June of 2018. That is when the new parking is anticipated to open. If not, the agreement will be extended. If it is open yet does not fully meet the needs of the Market and customers, that agreement will be extended.

Continuing work on the lease agreement with The Picnic Tap. He has achieved the permit to open the Beer Garden. He did that the first time during Night Market. Charles is working with contractors on installation of awning and string lights on the patio, and additional concrete work to connect his entrance to the patio. The contracts have been awarded and we are waiting on timelines from them.

Also in the process of working with Batch Nashville and Green Asia on their lease renewals, then management will begin working with the nine tenants that are up for renewal in February with the plan to do those three at a time.

The office is accepting applications for the former Sweet Stash space through November 15th. It is now at five potential tenants. We intend to bring those to the November board meeting so board members should be advised of that.

The next Board meeting is now scheduled for the day before Thanksgiving. If the Board wants to move that meeting a motion needs to be made and approved.

Chair Cardenas points out that the November Board meeting would be a longer one. Ms. McCormack recommends moving it.

Chair Cardenas asks if there will be an update on renovations to the Market House. ED Kennard explains the delays on the RFP but progress is being made.

Motion is made to move November Board meeting to 11/29, seconded and approved.

ED Kennard invites Board members to accompany staff on farm visits.

Chair Cardenas adjourns meeting at 10:30 am.