



NFM BOARD (Retreat) MEETING MINUTES

Date: September 20, 2022

Name:

Organization:

Helen Prater	Helen's Pop Art
Mark Prater	Helen's Pop Art
Annette Van Dyck	International Illuminations
Nikkita Ngohgi	Greatfullbeings
Charity Mcgndo	Charity Antiques
Anna Fields	Bubble Love
Jolie Yi	Farmers' Deli
Takeshi Kelson	Lustful Bath, LLC
David Griffin	NFM
Alex Dickerson	Metro Legal
Alex Lorenz	NFM Board
Scott Moskovitz	NFM Board
Dr. Brenda Butka	NFM Board Secretary
Will Radford	NFM Board Vice Chair
Angela Crane-Jones	NFM Board Chair
Darrell Lane	NFM
Charles Kitzer	NFM
Heather Hoch	NFM
Grace Dodds	NFM
David Hornbeck II	NFM

Time: 9:30 Meeting called to order

- Angela Crane-Jones (Board Chair) reads the instructions to everyone attending on the rules and guidelines of the Board Meeting.

Public Comments: There were no public comments.

Board Retreat:

- to develop and enhance the Farmers' Market Mission Statement, Goals and Objectives.
- The Board and NFM Staff went around the room and introduced themselves and spoke about their history and a fun fact about themselves.

Mission Statement:

- Workshops were then conducted by Angela Crane-Jones and Will Radford (Vice Chair) to look at the 2016 and 2018 Mission Statements to conclude if they are still viable to the market or if enhancements are needed.
- Four groups were established amongst the board and NFM staff to look at the 2016 and 2018 Mission Statements and come up with answers to the following questions:
 - How will the world around us be different in three to five years?
 - What role will our organization play in making this difference?
 - How will we be recognized by others (stakeholders, funders, clients, etc.) for making a difference?
 - What is the recognizable condition we hope to have in place in three to five years?
- Mission and Visions were discussed at length to determine a new mission statement for the market.
- A new Mission statement was developed for the Market for the next one to three years.

New NFM Mission:

- Curating an inclusive, destination Market Place that fosters a connection between Our community and the farmers, foods and artisans who contribute to Our regional food system.

Goals and Objectives:

- Sustainability
 - Multiple Streams of Revenue
 - Operational Excellence
- Engagement
 - Merchandising/Access
 - Marketing/visibility
- Programming