
WEAVERVILLE CERTIFIED FARMERS' MARKET ADVISORY BOARD

Monday, July 17, 2023 • 2:02 to 3:14 PM

Trinity County Resource Conservation District Conference Room
30 Horseshoe Lane, Weaverville, CA
Or Via Zoom

Minutes

1. Call to Order/Introductions
 - a) Amelia Fleitz (Incoming Market Director – Trinity County Resource Conservation District)
 - b) Sue Corrigan (Market Director)
 - c) Julia Baldwin (Sunny Oak Sourdough)
 - d) Vilma Almonte (Almonte's Empanadas)
 - e) Barbara Judd (Lewiston Honey)
 - f) Kerly Eckert (Living Being Farms)
2. Additions/Changes to Agenda
 - a) None
3. Meeting Intent (Amelia Fleitz): In this meeting today, we seek to form an Advisory Board to make recommendations from the local vendors to the Trinity County Resource Conservation District Staff administering the Weaverville Certified Farmer's Market.
4. Board Formation
 - a) Nominations
 - i. Produce – Weaver Creek Farms
 - ii. Produce – Del Loma Makers
 - iii. Non-certified agriculture – Lewiston Honey
 - iv. Vendor (food) – Julia Baldwin
 - v. Vendor (artisan) - Positees
 - vi. Musician – Dan Zook
 - vii. Member at Large – Sue Corrigan
 - b) Vote (majority rules) – Postponed until the next meeting when we have more attendance.
 - c) Officers

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- i. Chair – duties will be to run the advisory board meetings and then sign any letters of support and/or other documents supporting the TCRCDD in seeking funds or thanking sponsors of the Market.
 - ii. Vice Chair - duties will be to run the advisory board meetings and then sign any letters of support and/or other documents supporting the TCRCDD in seeking funds or thanking sponsors of the Market.
 - iii. TCRCDD will manage the accounts, grant reporting and invoicing, grant writing, agenda building, minutes creation, insure compliance with state, federal, and local regulations, and other administrative tasks.
5. Discuss MOU/By-Laws for Drafting
 - a) We plan to vote in 7 members of the advisory board to each have one vote and use a quorum of 5 to hold meetings.
 - b) This board is only to provide advice and recommendations to the TCRCDD Staff and do not have any authority over the management of the Market.
 - c) TCRCDD will manage the accounts, grant reporting and invoicing, grant writing, agenda building, minutes creation, insure compliance with state, federal, and local regulations, and other administrative tasks.
6. Create/generate a mission statement
 - a) The following mission statement as refined and approved.
 - i. The Weaverville Certified Farmers' Market will provide a safe community gathering space for access to local producers, food vendors, artisans, musicians and other services to engage in the sale and exchange of goods and services with a priority on youth and family engagement.
7. Discussion of Region of Origin Concerns
 - a) Amelia presented that there have been concerns over the region of origin of the produce over the last month. Options that are being evaluated are 1) keep the market open to everyone, 2) restrict the market to only neighboring counties, or 3) allow out of area producers to bring only goods that are not sold by local producers – which can cause a communication headache for the market management team.
 - b) Discussion continued to state that it has never been the legacy or policy to restrict vendors on what they can bring for the last 30 years of market. Stone

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fruits early in the season are important to bringing customers into the market. We have heard from the public that on weeks when there is not much produce they are less likely to come the following week. The Market is not at full capacity and we need more vendors and more producers, can't limit it now when it is needed. Living Being clearly communicates they are not from the local area and it is on the consumer to determine if they want to buy from a local farm or a farm out of the area. Living Being also noted that they manage two markets in Lake County one that is only open to Lake County producers and one that is open to all producers. The market with all producers gets a lot more consumer traffic than the one only open to local producers. In the past with Burlesons Fruits they and Suzy Q have been at the market at the same time. Amelia will create signs for Humboldt and Trinity County vendors to post at their booths to show the county of origin and allow the consumer to decide. Amelia and Miles will work with Trinity County Ag to look at the produce sales this year compared to past years to look at the distribution and see if this is hurting our local farms. Miles has reported that he has heard from producers that this is still one of their best years at the Market.

- c) As we did not form the board and make a quorum no official decision was made, but the current conclusion is that we will stay with keeping the market open to all vendors until such a time when the board votes to change the policy.

8. Upcoming Grants (Amelia)

- a) The California Association of Conservation Districts is working on a grant to support RCDs supporting farmers markets and if awarded then the TCRCD could receive \$10,000 to run the market. Amelia is evaluating this option to insure it will not complete with our own efforts to pursue the USDA Market Promotional Grant this Winter.
- b) Amelia discussed that TCRCD plans to apply this winter to the USDA Market Promotional Grant to fund a program to work with local middle school and high school students to build their own producers' businesses during the school year, help them get the permits, have guest lectures from our local producers, and then have them sell their produce at the market the following year. The second prong will to also bring trainings to Trinity County such as the egg handlers

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training, the food safety training, and others to be done locally at the Young Family Ranch.

- c) TCRCDC plans to apply for Market Match next year. We were unable this year because the EBT was not up and running when the Market Match solicitation was open. Living Being Farms discussed that they are able to provide Market Match for themselves. We asked them to hold off on using the Market Match to provide grace as the region of origin concerns are being address and wait until the other producers are also able to provide Market Match for their goods.
- d) The group developed the idea to host a Harvest Dinner, which is farm-to-table where our food vendors and bakers collaborate with our producers to create a dinner. We are looking for an evening in September to host the event and will sell tickets as we get close to the event. We will work with our food vendors for them to select what appetizers, sides, mains, desserts, and/or other items they want to produce for the event. There will be a focus on purchasing produce from the market to then use in their creations.
- e) Redding Rancheria donated \$1000 to the market and we had our first donation to help by more chairs for the umbrellas this week.

9. Public Comment

- a) Events to plan for the fall – Red and White Day at the market for Trinity Alps Highschool Spirit at the Market for when school is back in session. Apple pressing will take place at the market.
- b) CSA – we discussed the potential for future CSA, but it would require a grant and some of the produce vendors are already doing CSA so we don't want to step on their toes right now.

10. Adjourn Meeting

- a) Need meeting will be held at 5pm on August 21st in the TCRCDC Conference Room or via zoom.
- b) Adjourned at 3:14 pm.