



**ANTIGO
FARMERS' MARKET INC.**

Board Meeting
Antigo Public Library
March 1, 2017

Present: Renate Bromberg, Sally Hull, Vicky Adamski, Sarah Ellis, Lisa Rettinger
Guests: Gary Adamski, Sarah & Terry

The March 1, 2017, meeting was called to order by President Renate Bromberg at 6:04 p.m.

Secretary's Report:

The minutes from January 25, 2017, were accepted on a motion by Vicky Adamski, with a second by Sarah Ellis. All ayes. Motion carried.

Treasurer's Report & Audit Report:

Renate handed out treasurer's reports from December, January, and February. Sally and Vicky gave a report on the audit of 2016 books. Everything was in order and this next year will be easier as we now have one year to work from instead of several years of records to go through.

Savings has a balance of \$1129.51. Checking has a balance of \$4487.73. The money for signage is still included in checking.

Sally made a motion to accept the treasurer's report. Vicky seconded the motion. All ayes. Motion carried.

2017 Budget Proposal:

The proposed budget was reviewed. Vendor fees combined should be approximately \$4000. Membership fees are listed separately. Advertising is being raised to \$1000 to include radio, Facebook, newspaper ads. Money is budgeted for the market manager for 20 weeks. Discussion was held on giving the manager a raise. Lisa made a motion to raise the market manager's hourly wage to \$13/hour. Vicky seconded the motion. All ayes. Motion carried. Stall fees will remain the same. The cost of smaller inside spaces with the posts can be adjusted. Workers comp starts at \$900 but we receive about \$600 of this back at the end of the year. Dues will be paid to the Chamber of Commerce. Vicky will check on accepting Chamber gift certificates at the market and whether or not we give change to someone who uses them to buy market items.

Vicky made a motion to accept the proposed budget. Lisa seconded the motion. All ayes. Motion carried.

Booth Layout, Application Forms, Vendor Guidelines:

Booth layout was discussed. Booths having a post inside them will be offered at a discount of \$20/full or \$10/half season. Daily fees will remain the same. Extending the season by one Saturday can be decided near the end of the market season.

A letter to vendors will be sent out. Vendors can request a certain spot but are not guaranteed that spot. The question was raised on how to connect part time vendors with other part time vendors to see if they want to work out how to split a space between them. The manager will have the ultimate say in assigning space as need be.

Renate said a list will be made up after applications are in. May 1 is the deadline for applications. Following that, the manager and board can assign spaces.

Set up is by 7:30 a.m. unless a vendor notifies the manager that they will be late.

4-H clubs are offered one Saturday at the market per club.

Other Business:

Renate received a call about a wedding the first Saturday in June, 2018. AFM has the space for all of the Saturdays during market season until 2 p.m. The wedding party will need to take this up with the City.

Renate is filling out a grant partnership application.

Vicky said she talked with some of the TV stations about getting the market schedule on their community calendars. WAOW has approved putting the dates on. WSAU will let Vicky know. WXPB Radio will announce the market dates.

Lisa checked into radio advertising. Country 106 has a \$150 blitz for a yearly ad session. Another station has a deal for \$175/month with three 30-second ads per day each week for five of the seven days. 98.7 Classic Rock has a Shop Local program. Lisa will find out more.

Sarah Repp will be letting Renate know what sort of signage and where it will be located.

Next Meeting:

Next meeting is April 12, 6 p.m., at the Library.

Adjournment:

Meeting adjourned at 7:15 p.m.

Submitted by,
Sally Hull