

AGENDA
HANCOCK HARVEST COUNCIL
Monday, November 2, 2009

MISSION

The purpose of the Hancock Harvest Council is to expand the opportunities for agricultural producers in the Hancock County area to sell what they produce locally. This may include farm-direct marketing, farmer markets, Community Supported Agriculture, and other means.

Review of **minutes** – **please review prior to meeting**

Treasurer's Report

- General Fund
 - Grant funds
 - Budget/Finance (need committee to help with this, need Budget for approval at January Meeting)
- Recognize new members who are present.

Old Business:

Committee Reports

- Grant – Implementation
 - Newsletter – content needed – who wants to be featured in next 4 months. (??Brawner Nursery and Piney Acres in November- both have Christmas trees)
- Web Site/Facebook/Twitter
- Farmers' Market's –
 - Winter Market
 - New market opportunities? Where?
- Legacy Cinema – who wants to advertise? Reserve space/months.
- Buy Fresh Buy Local® /Hancock Harvest Council Promotion – Booth opportunities
 - Horticulture Congress

New Business:

- Where do we go from here? We need to start planning, who is willing to help. Cooperation with other organizations to work together.
- 501c3 – who is willing to work on this
- Grant opportunity / Financing /Fund raising to keep our program running
- Membership Drive – working on brochure. Membership committee.
- Elections – bylaws need changed if no one else willing to run for any office
- Workshop

Hancock Harvest Council

Meeting minutes for regular meeting held October 5, 2009

Attendance: Earl & Barbara Smith, Rex Zenor, Maggie Smith, Gary Mithoefer, Mark Davis, RC McDanel, Jim & Janice Smith, Jennifer Bradshaw, Randy Kemerly, John Mascoe, Rich Vaughan, Glen Reynolds, Brian Thomas and Roy Ballard.

The business meeting was called to order at 7:05 p.m.

The meeting minutes for September were approved as presented.

Treasurers' report:

- General Fund balance \$903.52 as of today.
- SARE Grant – Final Report to be submitted- Grant work completed.
- ISDA Grant – Final Report was submitted, assume it was ok, have not received request for additional information.

Old Business:

Committee Reports:

- Grant – implementation
 - Video Project – Complete and paid for. Video has been uploaded to www.youtube.com. A link to the video was included in our September Newsletter and link will be posted on our web site soon. This is the link: http://www.youtube.com/watch?v=hC2ik2_2y9s if you wish to view it. It has been viewed 56 times as of earlier today.
 - Newsletter – 2nd Newsletter went out the end of September. Will feature Basic Roots Community Foods in our next newsletter. Plan on monthly newsletters. Assistance needed in writing stories. All members encouraged to submit info to be included in newsletter. We now have almost 400 e-mails for newsletter distribution. Please encourage your customers to sign up for the e-newsletter, We know several of our members have an e-mail contact list, that are not on our e-mail list.
- Web Site –
 - Barb Smith was able to add the e-mail sign-up link and Facebook link to our web site. She also has a link to our September Newsletter on the newsletter page. Will work on getting link for the video added.
 - Phase III - using Kyle will begin when we have a group of new members to add and to have a category for Restaurants, our producer members and for Supporter Members.

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Anyone who wants to change the picture or logo on their page needs to submit new information.

- Farmers Market –
 - Cumberland – Tuesday market is completed for the season, regular market goes thru the end of October. Vendor appreciation lunch is planned for October 10th. Town is providing meat and table service, pitch-in for other items. Marcella is back at the market and would like feedback on the possibility of a winter market day just prior to Thanksgiving and Christmas – who is interested in participating and what dates you would like to do it.
 - Harvest Market at the Fairgrounds – Regular market will go thru the end of October and then we will be starting a Winter Market to be held in the Show Arena. Draft of rules were distributed. The winter market will be held on the 1st and 3rd Saturday's from 10 am – 1pm. We have a minimum of 14 vendor spots and can use more space if needed. Barb Smith will be the market master for the winter market and Janeice Miller will be the market master for the regular season. Will be holding a market meeting soon to finalize rules and sign-up vendors.
 - Shelbyville Market ends October 14
 - Rushville Market goes thru the end of October
 - Morristown and Geist Markets are already closed for the season.
- Legacy Cinema Advertising –
 - Members clarified information on advertising on the slides; it is a month to month commitment. HHC will invoice the members for fees.
 - Discussed cost for leasing slides ¼ slide is \$38 per month, ½ slide is \$72 per month. Slide set-up fee is \$29.25 which can be divided up between the members who are featured on the slide.
 - If you are interested in advertising, contact Barb Smith.
- HHC Booth –
 - Living Lightly Event went well. Made some excellent contacts as well as visited the Farmers Market at Minnetrista.
 - Riley Festival – Farmers Market had vendors until 3 pm. Directories were available on the porch of the Chamber of Commerce. Met a lot of people who were not aware of the farmers market that came thru the fairgrounds for the Riley Festival.
 - Horticulture Congress January 19-21 – hope to have electricity at our booth and be on the inside of the exhibit hall.

New Business:

Farm Fest report – event went well; we had a booth at Gem Elevator. It was attended by 6300 visitors. Note: each person was counted that came to each location and all were added together. If we did that for our farm tour – it makes our numbers much higher, as not everyone can attend each location.

The *Indiana Gourd Society* has the contract to sign for their meeting in May. Not sure yet on their commitment to the 3yr contract for their State Convention.

Solicitation Ordinance – is being investigated by Purdue, Farm Bureau and an attorney. Earl spoke with Brad Armstrong, who advised the intent of the ordinance was not against the farmers, but for the door to door salespeople who do not get peddlers permits. Brad is willing to come discuss questions/concerns with the group. Please review the ordinance and highlight areas of concern that we can get to him prior to

him coming to a meeting.

Grants Available – 4 different grants are currently available. See Roy for more information.

Open Forum discussion on product labeling and integrity of HHC and BFBL. How can we enforce honesty in where products come from? All vendors should be labeling products that are not produced by them to indicate where the items came from. The BFBL contract requires that BFBL members label items that are not produced by them and allows them to use the BFBL point of purchase cards for their items. The branding will make the difference in the long run and we can teach customers to look of the BFBL label We also have some control regarding HHC members if complaints come to us. Non-members we do not have any control over, only the rules of the farmers market are in effect for them. Then the question comes, how we can enforce the rules and how we can verify when someone is not following the rules. Also, who are the ones complaining, other vendors or customers? The customers speak with their dollars and may not always tell the appropriate person, to investigate the issue. Vendors complaining about other vendors, especially where customers can overhear creates a bad impression for the customers. Complaints should be given to the market master for investigation.

Workshop possibility – Barb Smith would like to see a workshop held in February to consist of consumer education as well as producer topics. Roy Ballard is willing to help on this. Is anyone else willing to help develop a program and assist in running this event?

Cooperation with other groups – John Mascoe pointed out that we need to have a clear focus of what we want to accomplish before we ask for involvement with other groups. We need to look at what has been successful for other groups, such as Slow Foods. We have lots of great ideas, but need to focus our efforts in a productive fashion.

December meeting – normally plan a pitch-in, asked for feedback on what members would like to do this year. Bluebird Restaurant is available if we would like to have their buffet, it would be \$15 per person. Will do pitch-in for December 7th unless we get feedback that the majority would like to go to Bluebird Restaurant.

Brian Thomas attended our meeting. He is involved with specialty crops, specializing in hydroponics. He is currently living in New Palestine.

Meeting adjourned at 9:00 p.m.

Submitted by,

Barbara J Smith