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**2021 VIRTUAL ANNUAL MEETING**  
**SATURDAY, JANUARY 30, 2021**  
**12PM VIA ZOOM**





## AGENDA

Guest Speaker: Lorne Carroll,  
AK Public Health Nurse

Overview of 2020 Market Season

Financial Highlights

2021 Policy and Market Changes

2021 Board of Directors Election & Results

Call for Poster Design

Meet our new Farmers Market Director!

Questions/Feedback



# Virtual Meeting Etiquette

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Robbi Mixon, *Director*

- **Be kind.** We won't always agree, but we can agree to treat each other with compassion and respect.
- This meeting will be **recorded**; please turn your camera off if you don't wish to be on the recording
- Keep yourself **muted**, unless you've been called on to speak
- We will mute you if necessary
- If you have a question, **type into the chat box** – Kyra will be monitoring and let us know when questions arise
- Calling in by phone? Check your email or our website for the PDF of this presentation



# Welcome Message

Scott Miller, *Board President*



# Homer Farmers Market: Mission Statement

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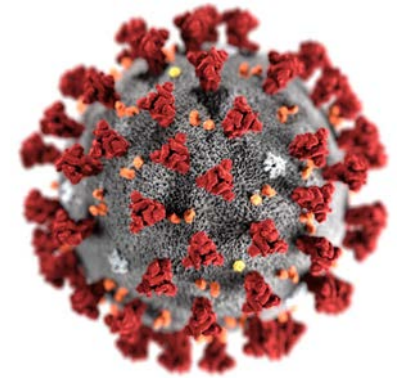
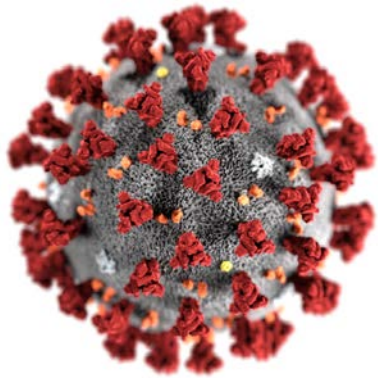
The Homer Farmers Market welcomes all growers of farm, garden, and greenhouse produce to participate in a weekly market. The Homer Farmers Market was established in 2000 to aid in the development of a sustainable local agricultural community for the benefit of the greater community of the Kachemak Bay area by:

- ❖ Being an outlet for producers of small quantities of products.
- ❖ Providing the consumer with an opportunity to purchase excellent garden/farm fresh products.
- ❖ Expanding economic activity.
- ❖ Fostering consumer-producer education and relations.



# Homer Public Health Nurse: Lorne Carroll

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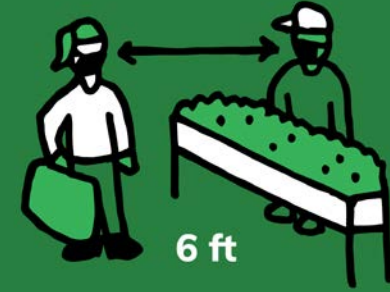
Contact Lorne: (907) 235-8857 or [lorne.carroll@alaska.gov](mailto:lorne.carroll@alaska.gov)



Limit one shopper per household & please shop quickly to reduce exposure



Follow directional signs posted at entrances, exits, and throughout the market



Maintain social distancing: keep 6 ft. from other shoppers and vendors



Cover your mouth and nose

## Shop Safe & Local at Farmers' Markets

Have fun, enjoy the fresh air & delicious local products!



Wash all produce as soon as you get home  
Visit [fns.usda.gov](https://www.fns.usda.gov) for tips on how to wash your produce



Use handwashing/sanitizing stations when appropriate



Do not enter the market if you:

- are sick •
- have any COVID-19 symptoms •
- traveled outside the state in the last 14 days •
- have been exposed to anyone who is sick or traveled out of state •



No pets  
except for certified service animals









## 2020 Overview: Numbers - Saturday Attendance

### Average Visitors Weekly (by hour):

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- 2020: 209  
*(18,900 total Saturday Visitors!)*
- 2019: 157
- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111

# 2020 Overview: Numbers - Wednesday Attendance

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Average Visitors Weekly (by hour):

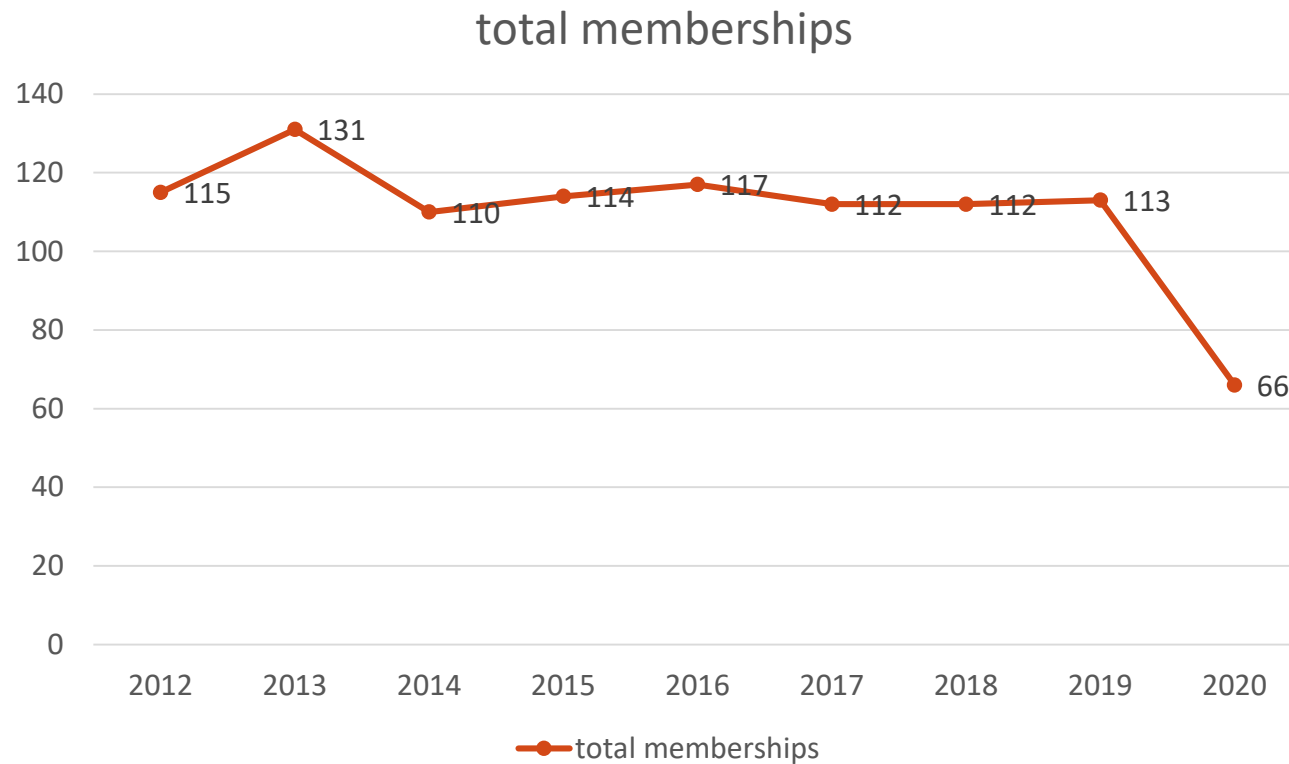
- 2020: 67 (*3,600 total Wednesday Visitors*)
- 2019: 68
- 2018: 48
- 2017: 55

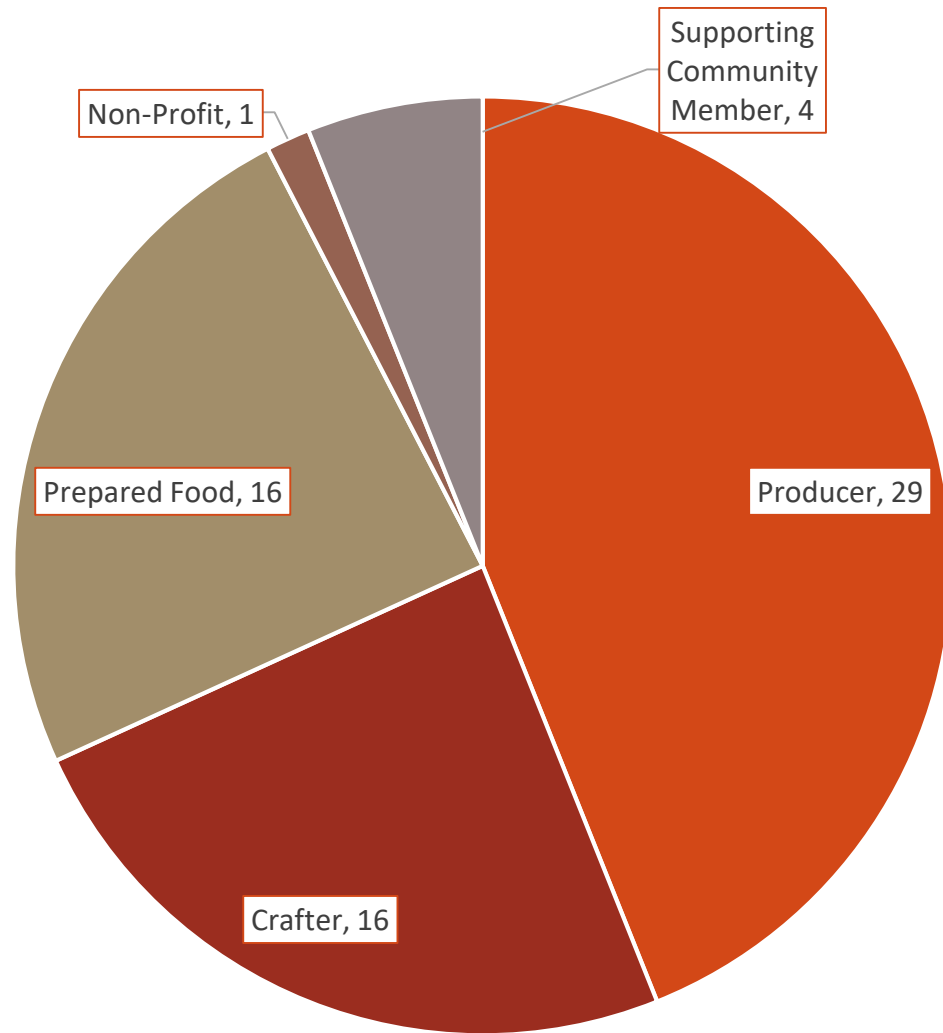




# 2020 Overview: Memberships by Year

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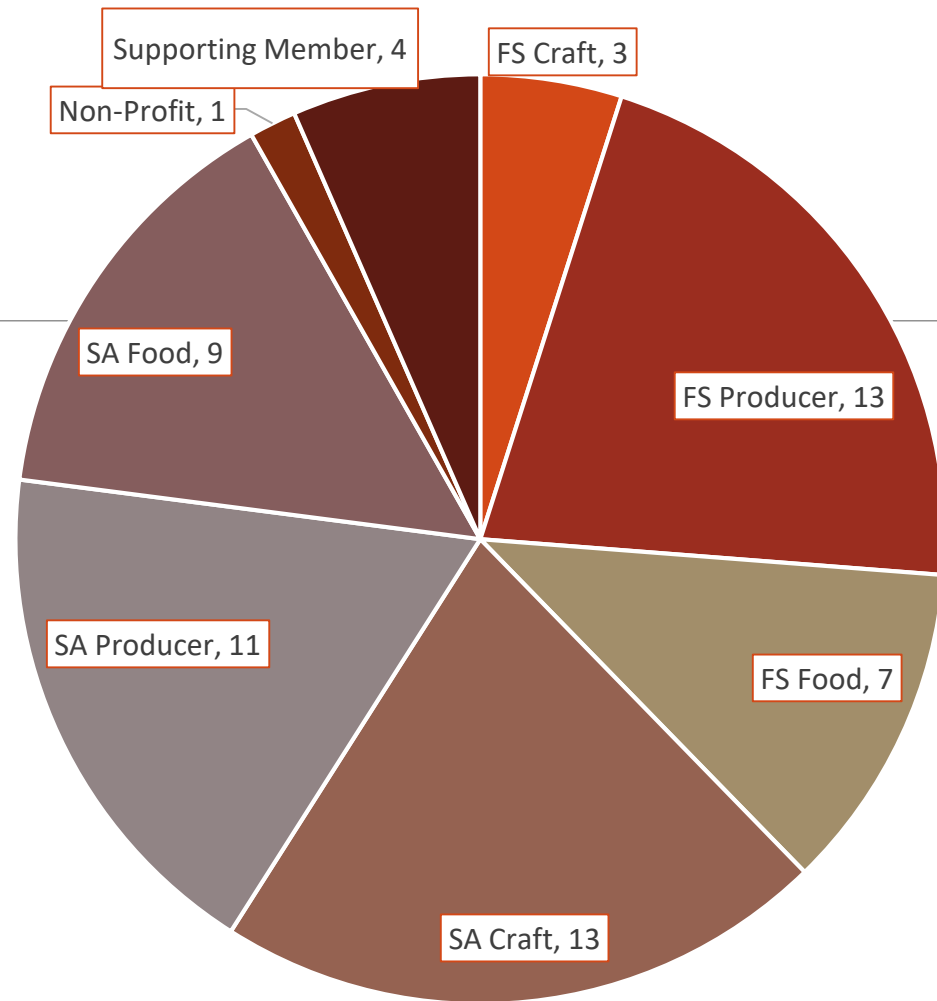




- 66 (2020 total)
- 113 (2019 total)
- 29 producers (42 in 2019)
- 8 prepared food (22 in 2019)
- Only 4 crafters (limited at opening)
- 1 non-profit
- 4 community supporters
- Some vendors never vended but asked for us to retain membership fees

■ Producer ■ Crafter ■ Prepared Food ■ Non-Profit ■ Supporting Community Member





## 2020 Full Season vs. Space Available

- FS Craft
- FS Producer
- FS Food
- SA Craft
- SA Producer
- SA Food
- Non-Profit
- Supporting Member

# Financial Highlights

- **Finished year with a small profit, thanks to several grants and community donations**
- **Community Support – THANK YOU!! (\$23,505!!)**
  - Homer Foundation City of Homer Grant: \$5,700
  - Homer Foundation COVID Response Grant: \$2,500
  - CARES ACT – State of Alaska: \$9,505
  - Alaska Farmers Market Association Grant: \$1,600
  - Quest Matching Anonymous Donor: \$5,000
  - Homer Garden Club: \$1,200
- **Low Merchandise Sales & Market Coin Sales/ Transaction fees**
  - \$6200 profit (2019) – Merch; \$2,900 (2019) transaction fees
- **Much lower membership and booth fees collected**
  - Memberships: \$1650 (2020) vs. \$2975 (2019)
  - Booth Fees: \$9,200 vs. \$21,600 (2019)





# 2020 Grants & Community Support

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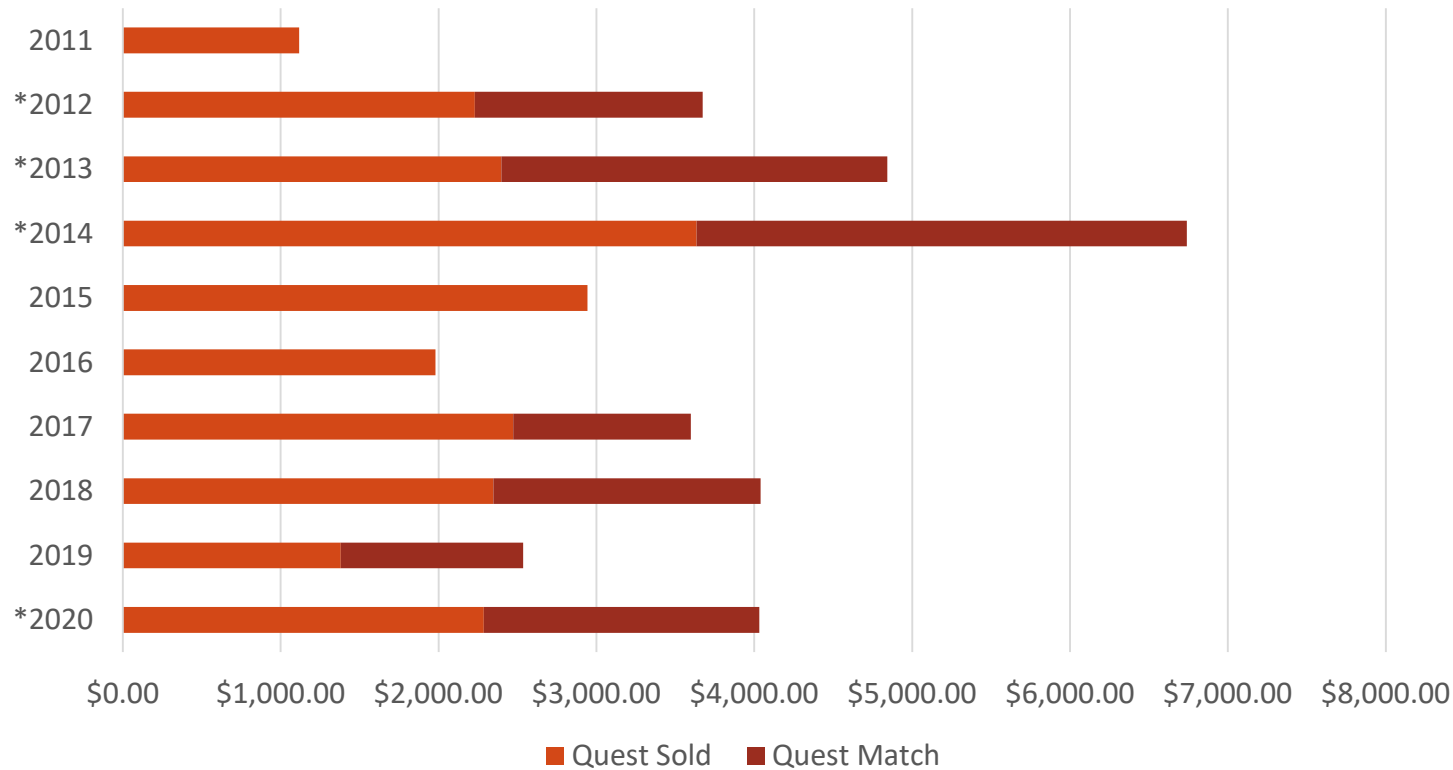
CARES Act



Anonymous  
Donor

# 2020: Numbers – EBT Swipe Program

QUEST SALES





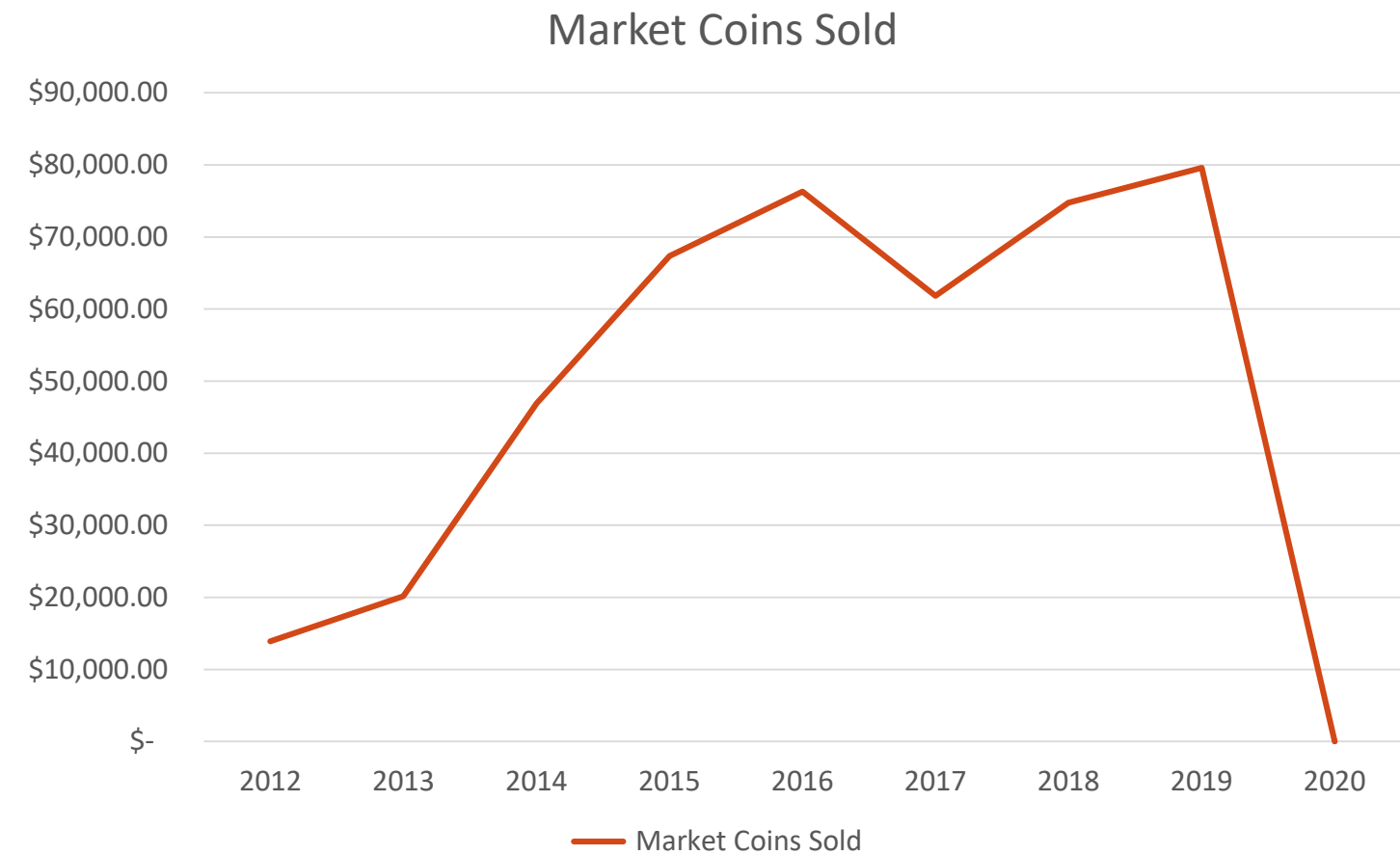
## 2020: Market Coins & Quest

-Mandy Bernard, EBT  
Coordinator & Wed. Manager

Sales by Year: All EBT Transactions



# 2020: Numbers – Market Coins



	2012	2013	2014	2015	2016	2017	2018	2019	2020
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840	\$74,770	\$79,617	\$0.00





## Policy Updates for 2021 Season

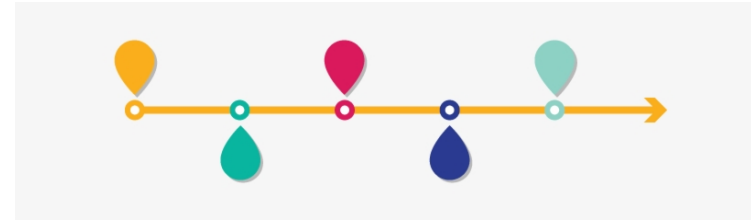
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We will be operating the same as in 2021, with the hope that we can loosen restrictions as the COVID19 situation improves.

<http://www.homerfarmersmarket.org/covid19.html>

- COVID 19 Protocols
- Decision Making Timelines
- Application Deadlines

## Market Decision and Operation Timeline for Moving Forward with our 2021 Season



DATE	Task/ Decision	Notes
Jan. 30 <sup>th</sup> , 2021	Applications & Safety Plans: OPEN	This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements
April 2 <sup>nd</sup> , 5pm	Applications & Safety Plans: DUE	This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements
April 5 <sup>th</sup>	BOD & Staff Review of Applications	This will be similar to 2020 season; BOD will reassess regularly to modify policy and application requirements
April 12 <sup>th</sup>	Vendors are notified of vending status	Vendors can be provisionally approved if there are outstanding issues with their application
May 3 <sup>rd</sup>	All membership and booth fees due; Market BOD will decided opening Wednesday date	You may lose your vending space if fees are not remitted by this date; if you are having issues paying, let us know and we'll work something out if possible; BOD will reassess 2021 protocol/ operations
May 22 <sup>nd</sup>	Market Set-up Day	Here we go! We have a plan... let's see how it works...
May 29 <sup>th</sup>	First Saturday Market	Here we go! We have a plan... let's see how it works...

# Market Decision and Operation Timeline for Moving Forward with our 2021 Season



DATE	Task/ Decision	Notes
June 2 <sup>nd</sup> or July 7 <sup>th</sup>	First Wednesday Market - TBD	BOD will determine start date in May, when we have more information
June 7 <sup>th</sup>	BOD & Staff – First Market Debrief	What worked, what didn't, what can we do better....
July 5 <sup>th</sup>	BOD & Staff – First Market Month Debrief	Any adjustments needed? Do we need to tighten up or loosen? Do we have Zucchini Festival next month (Aug. 14?)
August 2 <sup>nd</sup>	BOD & Staff – Half Way Through the Season Debrief	Any adjustments needed? Do we need to tighten up or loosen?
September 6 <sup>th</sup>	BOD & Staff – Monthly reassessment	Any adjustments needed? Do we need to tighten up or loosen? What needs to happen to begin closing down?
September 25 <sup>th</sup>	LAST OFFICIAL MARKET for 2021	If you are vending post season, please let manager know; remove your booth within two weeks of this dates (\$25/week late fee applies)
October 4 <sup>th</sup>	BOD & Staff – End of Market Season Debrief	Create end of season customer and vendor surveys; review market season successes and failures

## Market Decision and Operation Timeline for Moving Forward with our 2021 Season



DATE	Task/ Decision	Notes
October 30 <sup>th</sup>	Last day for post season vending	All booth materials, structures, etc. must be removed from the site - \$25/week late fee applies and may affect your eligibility to vend in the future
November 1 <sup>st</sup>	BOD Mtg – Deep Dive into 2021 Season	Review survey results, amend policy, create plan for 2022 season
December 6 <sup>th</sup>	BOD Mtg – Preparing for 2022	Set annual meeting date, set fees for 2022, etc.



# Call for Artists!

## 2021 Poster Design Contest



Thank you for wearing a mask and please bring cash in small increments.

**HOMER FARMERS MARKET 2020**  
On Ocean Drive \* May 30 – September 26  
Saturdays 10am – 3pm  
Starting July 1 \* Wednesdays 2pm – 5pm

WIC, FMNP & EBT coupons accepted

HOMER FARMERS MARKET

## CALL FOR ARTISTS 2021 POSTER DESIGN CONTEST



- must be clear/large enough to be printed up to 11 x 14, or on a variety of items
- original artwork/photography only
- themes should celebrate the Homer Farmers Market and its community
- must be submitted by April 12, 2021
- informative text will be added by the HFM to your design
- you may submit up to 3 designs
- Two-three entries will be chosen and awarded a \$100 prize each
- Chosen designs will be used exclusively by the Homer Farmers Market and may be used in other promotional material
- Email ONLY entries to: [homerakfarmersmarket@gmail.com](mailto:homerakfarmersmarket@gmail.com)
- Chosen artists will receive a \$100 prize



# Upcoming Opportunities:



## Alaska's Micro- Grants for Food Security Program

### Save the dates:

- February 15<sup>th</sup> – Pre-application for Micro Grants due: [http://dnr.alaska.gov/ag/ag\\_grants.htm](http://dnr.alaska.gov/ag/ag_grants.htm)
- February 23<sup>rd</sup> – AK Cottage Food Producers Workshop: <https://www.akfoodpolicycouncil.org/new-events>
- April 8<sup>th</sup>– Salmon Safe Agriculture Webinar: Details coming...
- April 9<sup>th</sup> – Alaska Farmers Market Association One-Day Summit: Details coming... [info@alaskafarmersmarkets.org](mailto:info@alaskafarmersmarkets.org)
- Stay connected – Homer Soil & Water Newsletter: [nicole@homerswcd.org](mailto:nicole@homerswcd.org)



# 2021 Board of Directors Election

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Scott Miller, Board President

- What the Board Does
- Introduce slate of candidates
  - Marsha Rouggy
  - Tessa Drais
  - Kyra Wagner

## VOTING INSTRUCTIONS:

Select up to 3 members to fill 3 open seats on the Board of Directors



# 2021 Board of Directors Election

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## **VOTING INSTRUCTIONS:**

- You, if you have paid at 2020 membership fee, were emailed a ballot
- Open the link sent to you if you haven't
- Select up to 3 members to fill 3 open seats on the Board of Directors



# Drum Roll Please...



# 2021 Board of Directors Election Results

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Welcome 2021 Board Members:

1. TBD
2. TBD
3. TBD

Board Officers to be elected at February Board Meeting



# Staffing Update

- We hope to have all staff return for 2021!
- Let's meet our newly hired Director, Lauren Jerew!
- Please have patience as Lauren learns the job
- We'll solidify our staff plan in the next month



# Reminder!

## Email us Website Listing Updates

<http://www.homerfarmersmarket.org/vendors.html>

### Twitter Creek Gardens

Emily Garrity, phone: (907) 299-4717, email: [twittercreekgardens@gmail.com](mailto:twittercreekgardens@gmail.com)

Website: [www.twittercreekgardens.com](http://www.twittercreekgardens.com)

Facebook: [Twitter Creek Gardens](#)

Twitter Creek Gardens is a nine acre micro-farm located on the South side of Lookout Mountain outside of Homer, Alaska. We cultivate one and a half acres of nutrient dense vegetables in a bio-intensive fashion with a concentration on soil health.



# Homer, Alaska Farmers Market

[HOME](#)[VEND & SUPPORT](#)[GET INVOLVED](#)[WHAT'S NEW](#)[CONTACT](#)[FAQ](#)[EVENTS](#)[VENDORS](#)[RESOURCES](#)

## MARKET VENDORS

### PRODUCE VENDORS

For full descriptions of produce vendors, click [here](#).

- Alaska Perfect Peony
- Alaska Stems
- Bob Durr
- Conscious Earth Farm
- Good Vibe Basil Girl
- Homer Hilltop Gardens
- Jakolof Bay Oyster Co.
- Luba's Garden
- Lucky Star Gardens
- Mudophile Produce
- Scenic Place Peony
- Seafoods of Alaska
- Snowshoe Hollow Farm
- Synergy Gardens/
  - Alaska Garlic Project
  - Twitter Creek Gardens
  - Wilderness Greenhouse
  - WillGrow Farm

### CRAFT VENDORS

For full descriptions of craft vendors, click [here](#).

- 2nd Nature
- Alpenglow
- Colors of the Sea
- Cynthia Cox
- Fabric Art
- Fireweed Tales
- Fit for a King
- Green T Bags
- Karol Kahn Miller
- Local Showcase
- Luxurious Lathers
- Mama D's Designs
- Scrimshaw by Brian Burns
- Shaman's Cove
- Shady Dog Farm
- Stain Glass, INC
- Stone Art
- Wooden Diamonds

### FOOD VENDORS

For full descriptions of food vendors, click [here](#).

- Alibi
- Catch a Snack
- Eat.Alaska
- Gigi's
- Granma's Jam
- Hena's Salsa
- His & Hers Baking
- Kettle Corn
- King's Kitchen
- Sweet Berries



# Questions/Feedback

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homerakfarmersmarket@gmail.com  
907-299-7540