



**Oregon Solutions Lincoln City Food Project
Meeting Minutes
March 6, 2009; 3 -5 pm**

Present: Mayor Lori Hollingsworth, Mike Forest, Joyce Thompson Graham, Tilly Miller, Sharon Wiest, Judy Pelletier, Carol Moore, Dave Pickering, Hugh Rackleff, Randy Walker, Sarah Walker, Rosemarie Cordello.

Growers-Buyers Workshop Report

This workshop, held on Feb. 25, was successful. About 9 buyers and 12 growers attended. There were many business contacts made. Unfortunately, most of the buyers had to leave after lunch, so the discussion of action steps was mostly among growers. Some action steps discussed were: growers coordinating on deliveries, restaurants coordinating on buying whole animals and divvying them up, developing buying clubs among customers, and growers coordinating to offer one large CSA. Growers agreed that, given their small numbers in the area, it would be best to focus on serving restaurants and other smaller institutions, rather than large institutions. In addition, some growers said they would be willing to vend at the Lincoln City farmers market if the location were changed. There was great interest in the County's new OSU website linking buyers and growers. There was also agreement that a long-term step is to enlarge the number of growers in the area.

Vendor Surveys Preliminary Report

The vendor survey was distributed at the workshop, where 7 growers filled them in. In addition, Judy sent out surveys to another 7 growers in Lincoln County. Judy reported on the results of the 7 surveys received so far – of those, 3 vendors might want to sell at the Lincoln City Farmers Market. All 3 wanted the location to change. 2 of the growers, Heavenly Harvest and Walker Farmers, were interested in selling on Saturdays. Another grower, McK Ranch, wanted to vend on a weekday afternoon. 3 vendors planned on expanding their farm production, offering more variety or quantity.

Farmers Market Survey Preliminary Report

Rebecca compiled the preliminary results of the 287 surveys received so far. She expects another 100 to come in by next week, but has no reason to think their results will vary from the ones already received. Rosemarie had the following initial summary of suggestions for improving the market (in order of priority):

- More produce and meats, fewer or no crafts
- Change from Sunday to Saturday
- Change location, off-grass and possibly to Rec Center

- Publicize the market more
- Improve food quality – is some produce left over from Newport FM?

Decisions Made:

The rest of the meeting was a discussion and decision-making on changing the Lincoln City Farmers Market. Here were the decisions:

- Change the market time to Saturday, 9 am to 1 pm, from May 23 to late October
- Change the market location to a paved area adjacent to the Rec Center
- Make an all-out effort to recruit vendors
- Make a significant marketing effort

Next Steps:

- Carol will get out a letter to vendors inviting them to take part in the new and improved market. This letter will be drafted by Rosemarie, then sent to Sharon and Carol for review. Sharon will get it out.
- Sarah will make sure Sharon has the long list of vendors from the Newport market. Others will be added as necessary. Be sure to include flower vendors.
- Carol and Lori will work with David and the City to get permission to close off one of the streets next to the Rec Center. If that fails, they will locate another location in the vicinity of the center.
- Those present at the meeting agreed to make follow-up calls to farmers after they have received the letters.

Next Meeting: Wednesday, April 1st, 3 – 5 pm. At that meeting, we will also discuss the rest of our initiative - linking commercial and NGO buyers with growers.