

Splash Pad Farmers Market Advisory Committee Meeting Minutes

Meeting Date: January 20, 2009
Location: Lakeshore Baptist Church
Attendees: Matt Gereghty Eugene Kang
Brian Carthan Jennie Gerard
Ken Katz Michael Sasso
Pamela Drake Ken Pratt
Jim P Jim Fenton
Jerry Barclay
Minutes by: Jerry Barclay

1. Cycles of Change representatives Matt Gereghty and Eugene Kang made a presentation about their organization in support of their application to the Marin Farmers Market to have a table at the market. Cycles of Change is an East Bay youth bicycle education program and is working within Oakland Schools already. Their hand out publication states that the organization is “Helping the East Bay grow and sustain a mosaic of healthy urban communities, deeply connected to each other and the living world. We accomplish this through bicycle education, wholesome nutrition, environmental education and just resource allocation!” The committee expressed its support and Jim Fenton said he also supports the idea and will seek approval at the next MFM board meeting which is scheduled within a couple of weeks. A condition that Cycles of Change representatives accepted was the table would not be exclusive to Cycles of Change, but would have to be shared (or rotated) with other bicycle organizations who may wish to participate.
2. Related to the Cycles of Change discussion, Ken Katz expressed a desire for a grant proposal to obtain funding in support of efforts to get people out of their cars on market days through: use of bikes and a possible shuttle service. C of C expressed interest but does not have resources to support grant preparations. Ken will speak to WOBO and the E.B. Bicycle Coalition.
3. The Park Conditions Draft Report was discussed. Jennie will look into the appropriate means of introducing the report to the City so that the Park will be included in possible future funding. Funding will be necessary to implement some of the report’s recommendations. Meanwhile Brian Carthan said that he will try to schedule a work session of the the Volunteers of America youth training group to severely prune the overgrown dogwoods. He will also have a soils sample taken from the failed dogwood planting area and have it tested to assess the conditions to help evaluate conditions. The Draft Report will be

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discussed at the next meeting with the intent to identify any corrections or modifications so that it can be issued as a final report.

4. A SPFMAC priority for 2009 will be to attract more participation on the committee and to enlist more volunteers to help with certain park maintenance routines. This will be especially important given the City's financial crisis. Several suggestions were discussed:
 - a. Posting signs in the market that inform the public about the SPFMAC and the need for maintenance volunteers. Have farmers post signs at their stands and encourage their promotion.
 - b. Approach the California Native Plant Society about taking a leadership role in expanding the native plant beds (by replacing the failed dogwoods in those areas) and continued maintenance of the native plantings.
 - c. Focus on attracting groups to help as opposed to individuals. (At a certain level this will require a coordinator that schedules groups and guides efforts to achieve necessary results and to ensure well coordinated events that reinforce the volunteers' desire and decision to participate.)
 - d. Offer coupons to volunteers that would be redeemable by farmers at the market.
 - e. Cross promote the park efforts with the Ace Garden Center.
 - f. Get performers to announce to their audience frequently during performances of the committee and the need for volunteers.
5. The next meeting will be held 7:00 p.m. Wednesday, March 18, 2009, at the Lakeshore Baptist Church.