



# 2009 Annual Report

2009 was another growing year for the Pendleton Farmers' Market Association! Some of the highlights included increased market vendor participation, the roll-out of our new "market kitchen" (mobile food prep center), and the move to a larger block on Main Street (the 300 block); we made strides in our organizational structure, and we ended the year with \$25,000.

## Who is PFM and How Do We Work?

- Board: 7-11 Directors, 4 Officers
- Committees (5): Executive; Finance & Development; Marketing & Promotions; Education & Outreach; Market Operations
- Members: Vendors, and Community members
- Management: Part-time seasonal contractor(s)
- Volunteers: 5-15 annually, and more WELCOME

## Market & Member Information, 2009:

Farmers' Market Members: 87. This number has remained fairly steady over the past 3 years. PFM is considered a "medium-size" market, with an average of 36 vendors each week. Shopper counts range from 1300 to 2400 per week.

## Market and Member Information, 2010

Membership fees will remain at 2009 levels  
 New members will receive their first market day at no charge  
 Market Guidelines will be reviewed and more stringently adhered to in 2010  
 Membership application will be revised to gather market data useful for advocacy and promotions

### Your Board of Directors at work...

PFM's Board had a busy year. We met for a ½ day retreat at the end of March where new Directors got up to speed on the needs and challenges facing the organization. Throughout the year we met monthly, both as a full board and with committees.

The consistent meetings helped the board stay focused on the projects in process. PFM's Board is a working board, not an advisory board, and as such, we are responsible for both development and the implementation of PFM's vision and the market itself.

With the addition of several new board members, and new volunteers in various capacities, we're confident that PFM will make great strides in 2010.

## 2009 Budget Summary and Proposed 2010 Budget (rounded)

	2009	2010		2009	2010
	Actual	Preliminary		Actual	Preliminary
<b>Revenues</b>			<b>Expenses</b>		
Memberships	1645	1650	Advertising & Marketing	1050	2300
Contributions & Donations	500	500	Office / Admin	1070	1060
EBT- SNAP/Debit	5700	5700	Fundraising/ Events	0	?
Sponsorships/grants *	10,000	0	Mkt Mgmt Contract	9200	10,000
Stall Fees	15,000	15000	Insurance	400	410
Merchandise sales	100	100	Promotion & Benefits (tokens)	100	300
<b>Total Earned Income</b>	<b>34,667</b>	<b>24,872</b>	EBT – SNAP/Debit	5470	5470
<i>Notes: * Wildhorse Foundation grant for mobile kitchen food cart and golf cart</i>			Mkt ops	1600	1500
			Education & Outreach	625	900
			<b>Total Expenses</b>	<b>30,000</b>	<b>22,255</b>
			<b>Operating Profit (Loss)</b>		<b>2,617</b>

## Explanations and Assumptions for 2009 - 2010 Budgets

Revenues and expenses are anticipated to be much the same, but we will work to identify and implement a fund-raising event for 2010, and expand revenue from community memberships and sponsorships. Revenue from EBT usage

expanded significantly from 2008 and is anticipated to continue to increase. Market management contracts have returned to their 2008 levels, with a small increase.



### Changes in 2009:

- ◇ Moved north to the 300 block of Main Street
- ◇ Implemented our first season with “Market Kitchen” food cart
- ◇ Expanded Oregon Trail and debit purchases from market vendors
- ◇ Updated the Membership application to gather more data
- ◇ Promoted and provided mutual support local foods group

<b>Operational Goals for 2010:</b>	<b>Strategic Priorities for 2010:</b>
◇ Develop organizational policies and procedures manual	○ Develop stronger connections with community members and Main Street retailers (via outreach, promotions etc.)
◇ Expand and promote consistent media message about the Pendleton Farmers' Market	○ Increase PFM's presence and visibility - identify target areas and medium for outreach (to encourage new members, patrons and vendors)
◇ Expand implementation of Market Kitchen project	○ Create more opportunities for community involvement at and with the Market
◇ Review and enforce farmers' market guidelines	Improve board member and volunteer recruitment and make more efficient use to board sub-committees
◇ Improve tracking of market statistics	○ Expand awareness around the values of community health and wealth, inclusion, interconnection and diversity

### 2009 Board Members

- Karen Wagner, President, 2009-2011
- Smita Mehta, Vice President, 2009-2010
- Charles Denight, Treasurer, 2007-2010
- Mary Ann McCune, Secretary, 2007-2011
- Ruth Crafton, 2009-2011, Vendor Rep.
- John Finley, 2008-2010- Vendor Rep
- Stephen Machado, 2009-2011, Ag. Rep
- Barbara McCanne, 2009-2011 at-large
- Laura Ruhland, 2008-2010 Ag Rep
- Tami Sasser, 2008-2010, At-large
- Gus Wahner, 2008-2010 Vendor Rep

The Pendleton Farmers Market Association is a 501(c)(6) membership corporation organized to expand local and regional marketing opportunities for area farmers and artisans while expanding opportunities for local and regional consumers to purchase locally and regionally produced goods

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**For these people and all their hard work,  
we give thanks!**

***Interested in being volunteering on a committee of Pendleton Farmers' Market Association?  
Contact us: [pendletonfarmersmarket@gmail.com](mailto:pendletonfarmersmarket@gmail.com), or 541-969-9466***