



---

2020 ANNUAL MEETING

SATURDAY, JANUARY 25, 2020

12PM @ KACHEMAK COMMUNITY CENTER



## AGENDA

Presentations by Alaska Beauty Peony Co-op  
and Loopy Lupine

Overview of 2019 Market Season

Financial Highlights

2020 Policy and Market Changes

2020 Board of Directors Election & Results

Call for Poster/Merch Designs

Questions/Feedback



# Welcome Message

---

Scott Miller  
*Board President*



# Homer Farmers Market: Mission Statement

---

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.



Now for our special guests...

# Cold Storage Development Plan

---





Charlotte Adamson,  
Kilcher Canyon Peonies



Margaret Johnson, Marianne  
Hooiser, Spit Sisters Farm



Sue Klinker, Late Bloomer Peony Farm



Allison Gaylord, Willow Drive Gardens



Ina Jones, Alaska Homestead Peonies



Ahna Iredale, Rare Bird Peonies



Marie and Ron Bader,  
Moss Island Farms



Mark and Jolie Rusted,  
Diamond Ridge Resources



Carey Restino, Homer Hilltop Farm



Vision Money, Peony Patch

*The mission of the Alaska Beauty Peony Cooperative is to create a sustainable cut flower industry in the Homer area through shared marketing resources, infrastructure and education*

# Co-op Needs

## Expanded refrigerated work space

- For sourcing volume, centralized quality control, potential fumigation, processing area, packing and maintaining the cold chain

## Time Line

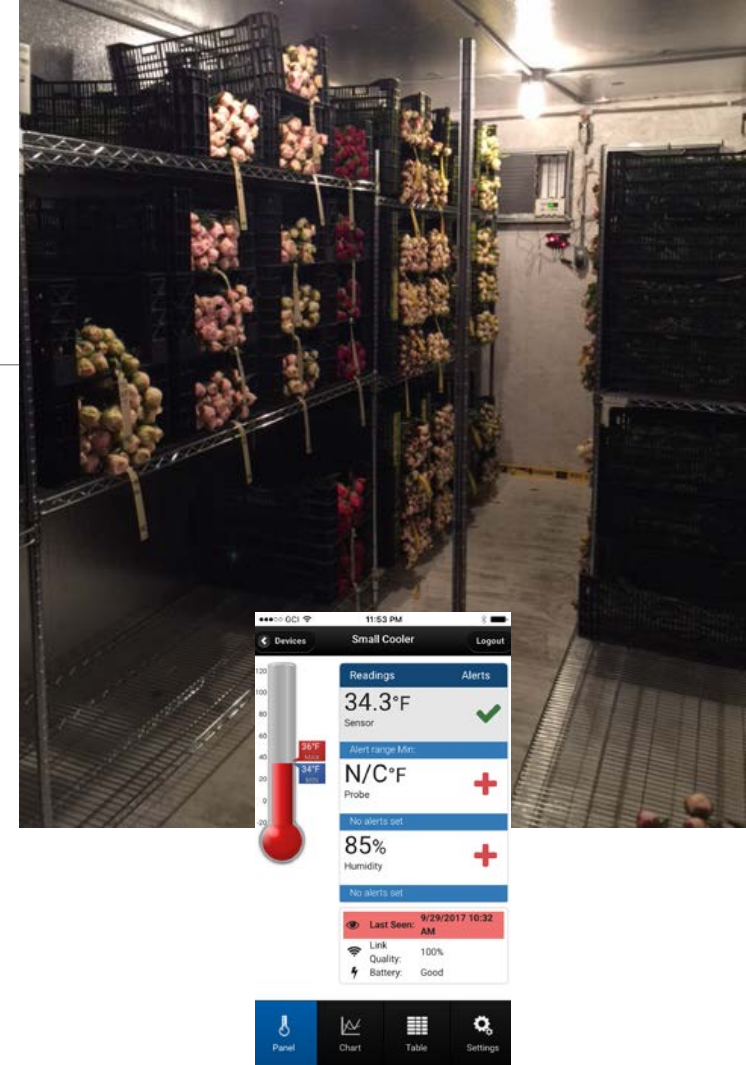
- Cold storage needed for peonies July to early September
- In 2019, we finished shipping & shutdown most of our cooler space the first week of August
- Once the bulk of our product is shipped, we could make space available to lease
- Local agricultural products could be stored in the off season, likely starting in August

## Modular Development

- Plan to build out our facility as we can afford to grow
- Segregating vegetables from cut flowers important to prevent contamination (mold, bugs)

## Financing

- Looking for partners in the larger farming community that might be interested leasing space in the off season to help offset cost
- Targeting grant programs as the co-op does not have strong enough cash flow for a loan



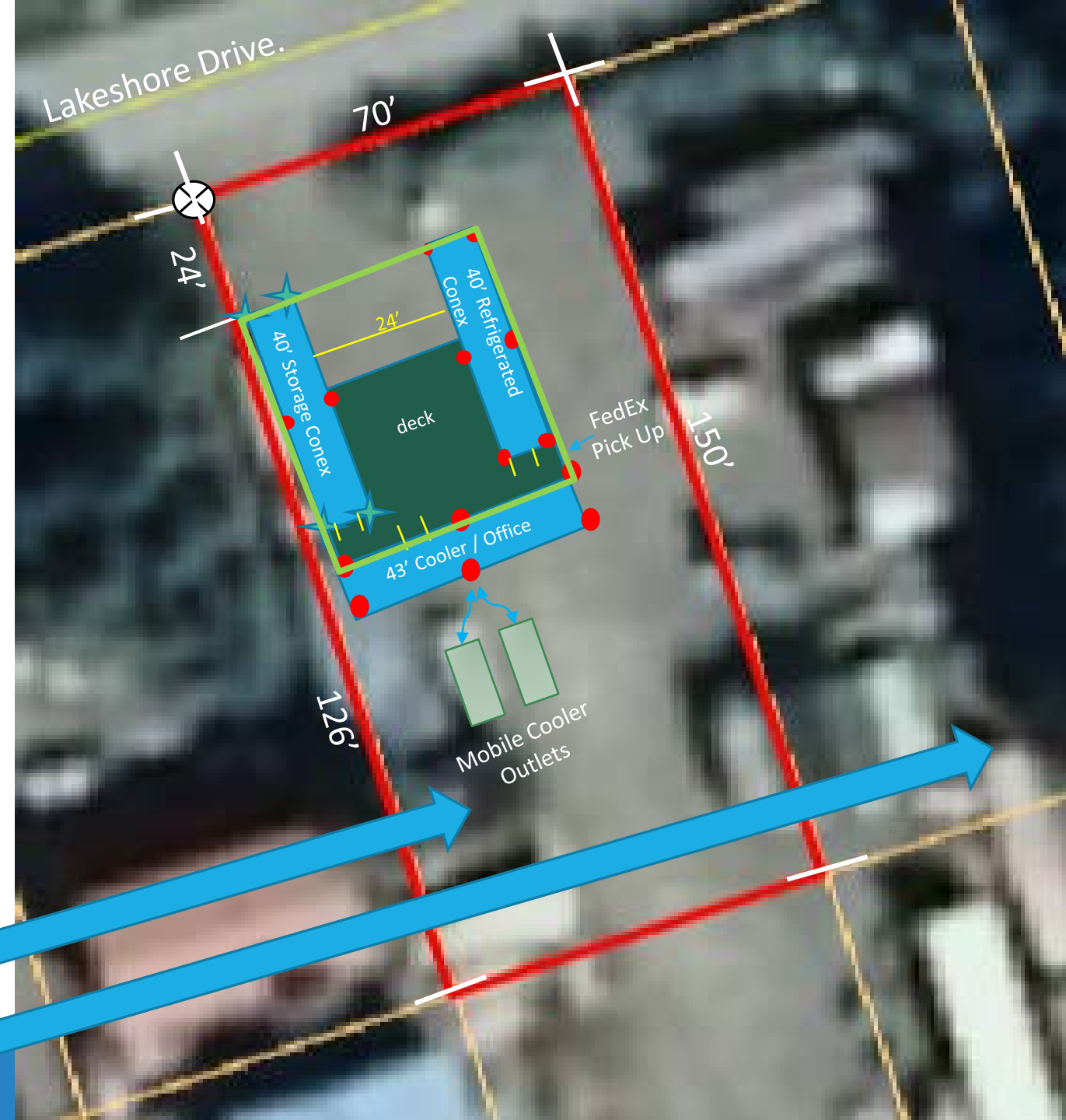
*Cut flowers best stored at 33-34F with high humidity. Refrigeration created with dual 24,000 BTU Air Conditioners and Coolbots. Alaska Beauty Peony Cooperative, July 2019*



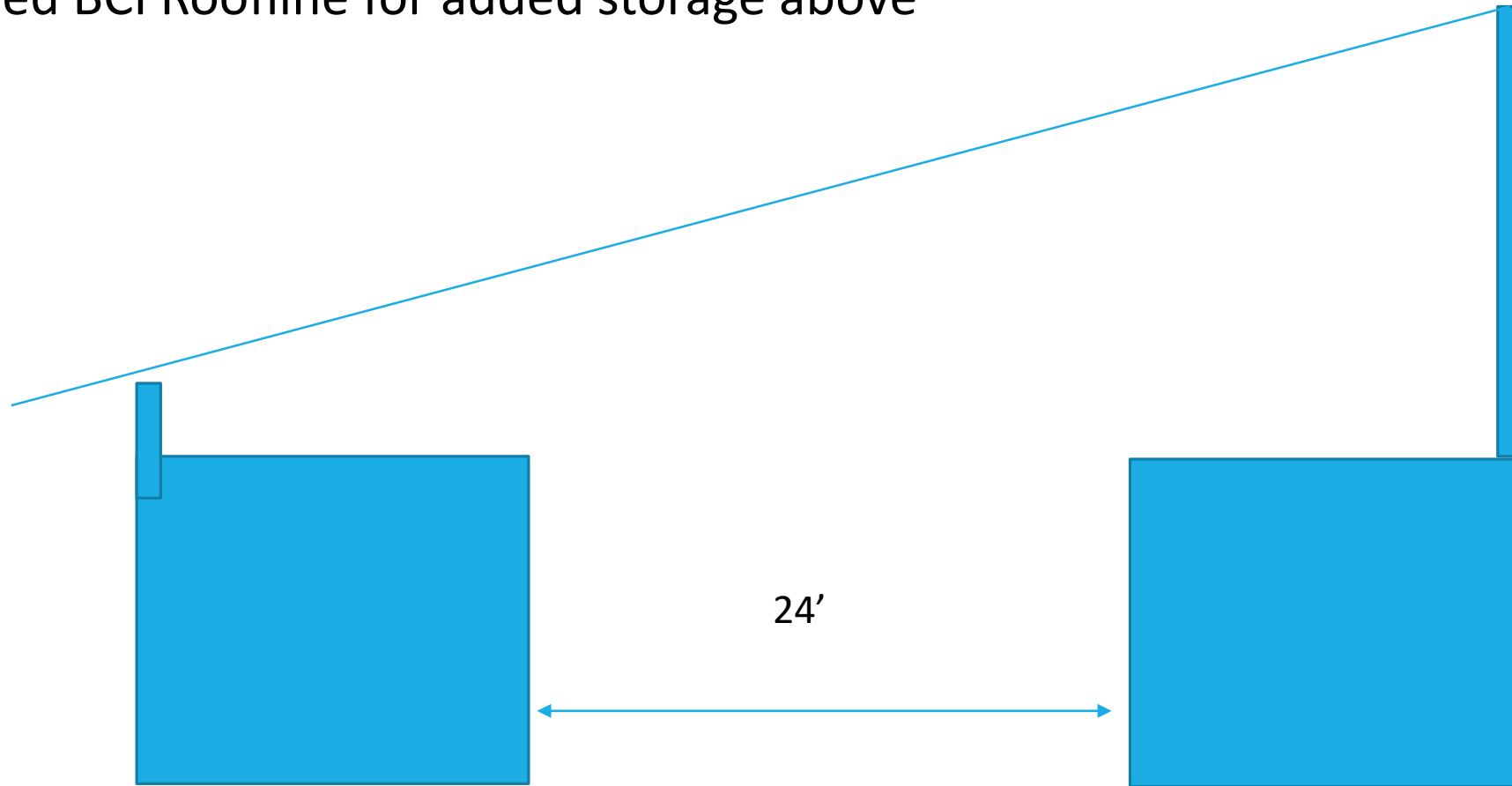
# Access to adjacent lots on Lakeshore Drive via long term lease agreement with peony farmers

- Existing piers
- Proposed Foundation Piers
- Proposed roof line

Draft Layout for staging on one lot, the adjacent lot is available for expansion



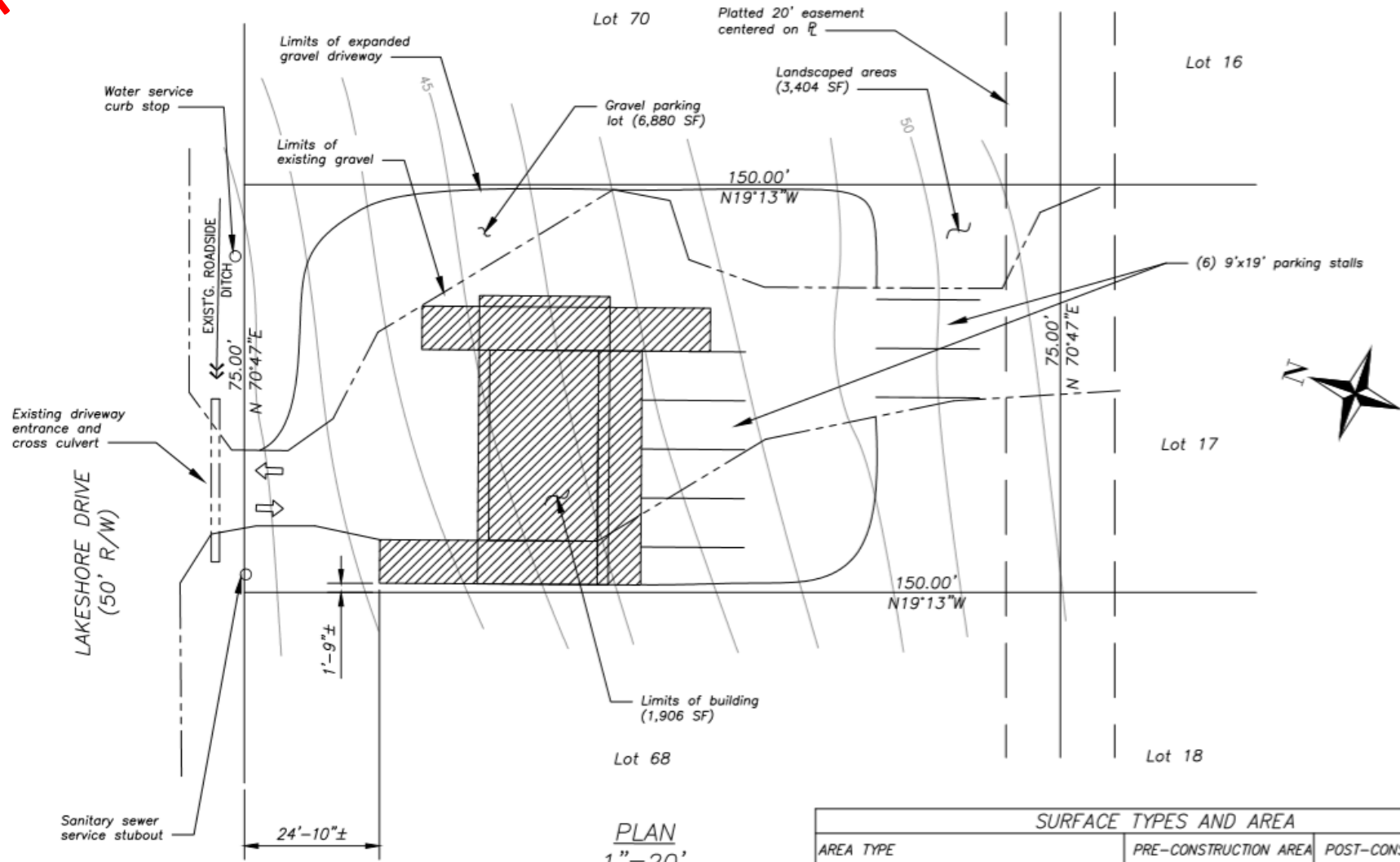
# Proposed BCI Roofline for added storage above



# Site Plan

**NOTES:**

1. Parcel drains from southeast to northwest at 6.7% slope.



PLAN  
1"=20'



SURFACE TYPES AND AREA		
AREA TYPE	PRE-CONSTRUCTION AREA	POST-CONSTRUCTION AREA
ROOF PLAN AREA	320 SQ. FT.	1,906 SQ. FT.
GRAVEL DRIVEWAY/PARKING AREA	5,322 SQ. FT.	6,415 SQ. FT.
LANDSCAPED/NATURAL AREAS	5,892 SQ. FT.	2,464 SQ. FT.
TOTAL LOT AREA	11,250 SQ. FT.	11,250 SQ. FT.
TOTAL IMPERMEABLE AREA	5,642 SQ. FT.	8,321 SQ. FT.
PERCENT IMPERMEABLE	50.2%	74.0%
IMPERMEABLE AREA INCREASE		2,679 SQ. FT.
PERCENT OF LOT IMPERMEABLE CHANGE		23.8%

1435 LAKESHORE DRIVE  
(Lot 69 Bay View Subdivision)  
SITE PLAN

FOR PERMITTING PURPOSES ONLY

BISHOP ENGINEERING, LLC  
PO BOX 2501 HOMER, ALASKA 99603  
(907) 299-7609

DATE: 7/8/2019  
CHK'D: JSB  
SCALE: AS NOTED  
PROJ. NO.: 2019090

SHEET NO.:

SP



# REFRIGERATED CONNEX LEASING & SALES

**MONTHLY RATES STARTING AT \$2,100!**



**DAY RATES & WEEKLY RATES AVAILABLE!**

### 20' CONTAINER

Our 20' Refrigeration Container contains up to 1,000 sq.ft. of useable space. We encourage our customers to fully utilize our many custom options. Our services have saved companies time and time again.

### 40' CONTAINER

Our 40' Refrigerated Container provides up to 2,100 sq.ft. of useable space. From keeping products cold, or making sure they don't freeze, the versatility of our products' use in Alaska is truly astounding. Call us today!

### CUSTOM OPTIONS

Dalton Refrigeration proudly offers custom options for your rental or sale. We can provide you with lights, shelving, locking door, and even a diesel powered generator so you can take your connex anywhere.



### PICKUP & DELIVERY ANYWHERE IN ALASKA!

Please feel free to contact us with any questions or concerns you might have!  
Dallas Dalton - 907-240-4440 - [dallasdalton@drefrigeration.com](mailto:dallasdalton@drefrigeration.com)  
Grant Goulet - 907-244-8917 - [grantgoulet@drefrigeration.com](mailto:grantgoulet@drefrigeration.com)



# Marine Conex advantages

- Load bearing, can be stacked
- Can be used as freezers, coolers or heated to keep products from freezing
- Modular, can be relocated
- Dalton Refrigeration services units and stocks parts
- Can be converted from three phase to single phase power
- Better resale value than a customized floral cooler. 5-10 year old models (in good shape) have excellent resale. Expect to pay almost the same price for a 2013 model.
- Will hold temperature better than AC/Coolbots combo (3-year life expectancy)
- Airflow circulates under the floor and through the ceiling. Does not blow directly on the product.
- Units without plywood flooring can be hosed out with a little bleach in a pressure washer

# Marine Conex disadvantages

- Not optimized for flowers (floral coolers may retain humidity better, have gentler air flow?)
- Noisy

# New 40' Conex cost

**\$35,000**

- Includes 3-year warranty
- Latest generation compressor, more energy efficient
- 30% quieter than old models
- Push button double door (20' models come with rubber curtain installed)
- Humidity monitor included. Adjustments via air vents.
- Lighting already installed

**\$6,500 – Cost for phase convertor**

**\$500-\$1,300 deliver to Homer**

**Requires 1-2 hours for an electrician to connect to power supply**

Is there interest?

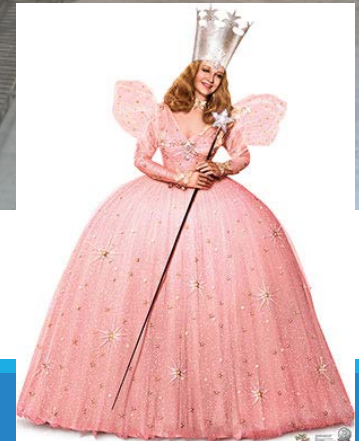
---

Could a partnership work with one or more entities or farms?

Would the vegetable growers want their own conex?

Ideas for financing?

Contact [AlaskaBeautyPeony@gmail.com](mailto:AlaskaBeautyPeony@gmail.com)



# Question & Answers w/ Loopy Lupine: What does Homer's Plastic Bag Ban Mean for us?



## Are ALL plastic bags prohibited?

No. Several types of plastic bags are still allowed:

- 1 Bags used to contain dampness or leaks from items such as frozen foods, meat, or fish, flowers or potted plants.
- 2 Bags provided by pharmacists to contain prescription drugs.
- 3 Bags used inside stores to package bulk items like fruit, nuts, grains, vegetables, candy, or nails, screws, nuts and bolts.
- 4 Bags used to protect prepared foods or bakery goods.
- 5 Newspaper bags, laundry, or dry cleaning bags.
- 6 Garbage bags sold in packages and other similar bags for collection of pet or yard waste.

**PLEASE BRING YOUR OWN BAG**

HOMER'S SINGLE USE PLASTIC BAG BAN

BEGINS JANUARY 1, 2020

JANUARY 1, 2020

FOR MORE INFO VISIT

[WWW.CITYOFHOMER-AK.GOV](http://WWW.CITYOFHOMER-AK.GOV)







## 2019 Overview: Numbers - Saturday Attendance

### Average Visitors Weekly (by hour):

---

- 2019: 157
- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111

Wednesday Hours: 2pm-5pm (all season!)

- vendors could stay 5-6pm, but Info Booth closed at 5pm

## 2019 Overview: Numbers - Wednesday Attendance

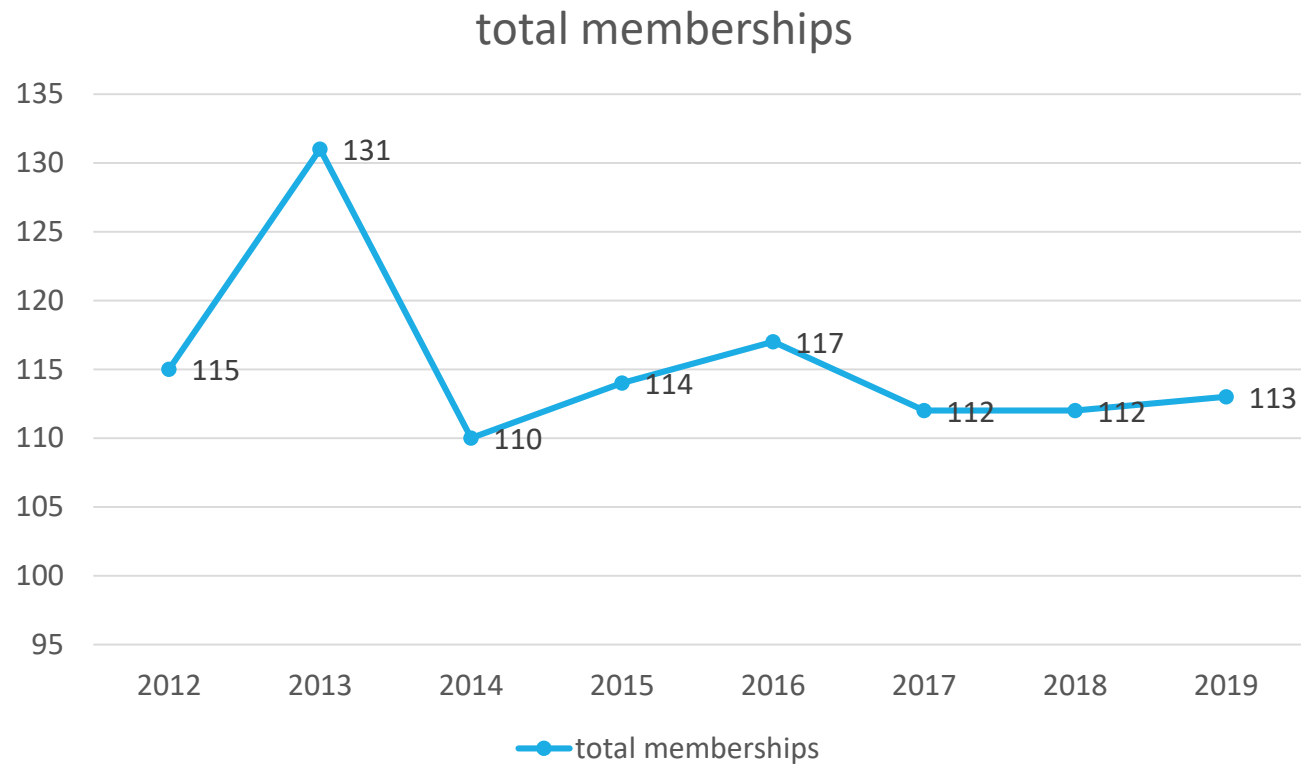
Average Visitors Weekly (by hour):

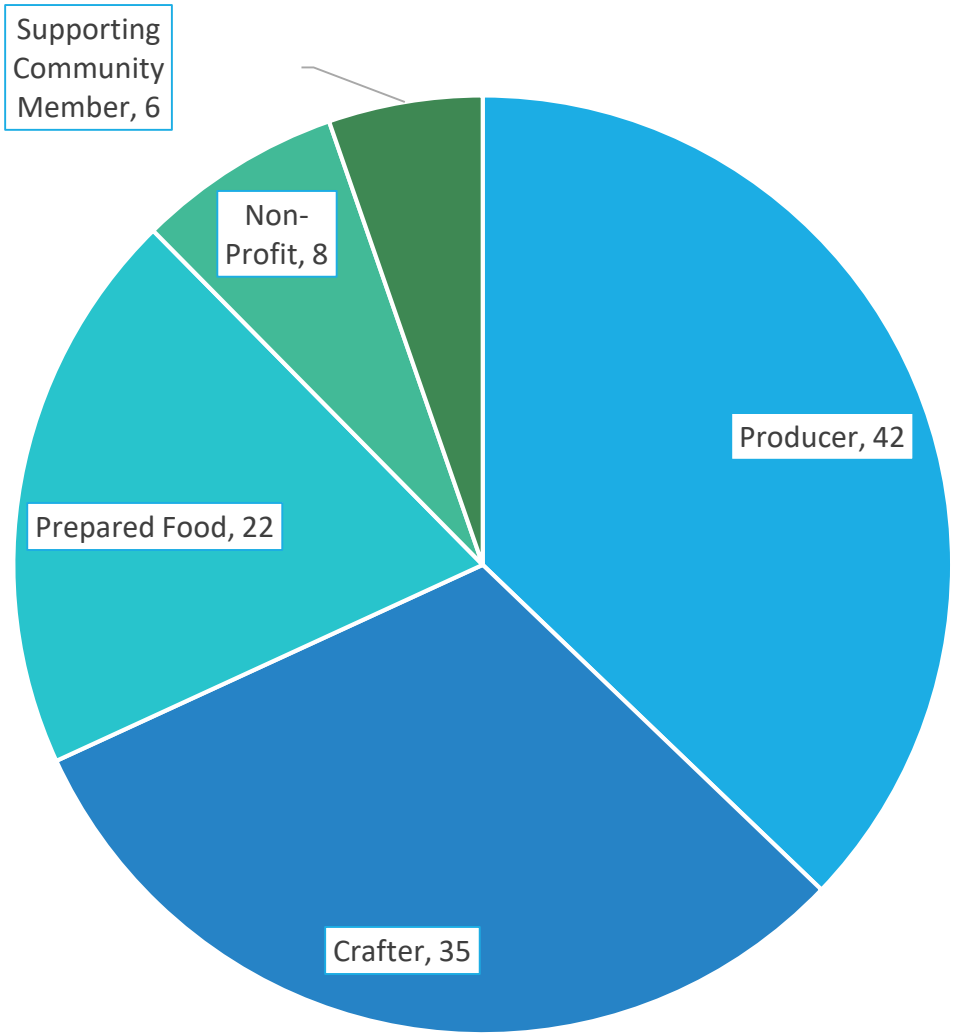
- 2019: 68
- 2018: 48
- 2017: 55
- Average by hour:
  - 2:15pm – 93 (2018: – 71)
  - 3:15pm- 75 (2018 – 46)
  - 4:15- 36 (2018 – 27)



# 2019 Overview: Memberships by Year

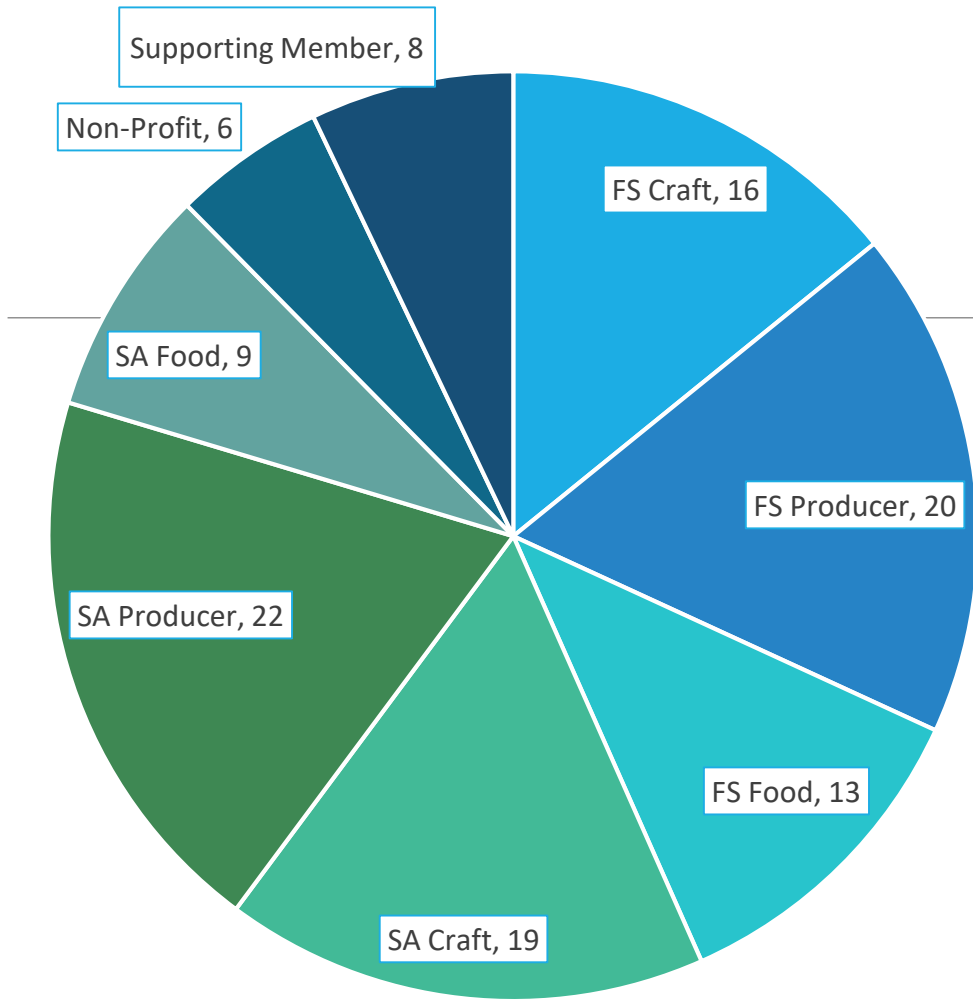
---





- 113 (one more than 2018)
- Same # of producers as 2018 (2017 – 36)
- Same # of prepared food as 2018 (2017 – 18)
- 1 less crafter than 2018 (2017 – 52)
- 14 total non-profit/community supporters (up 2 from 2018; 2017 – 6)

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



## 2019 Full Season vs. Space Available

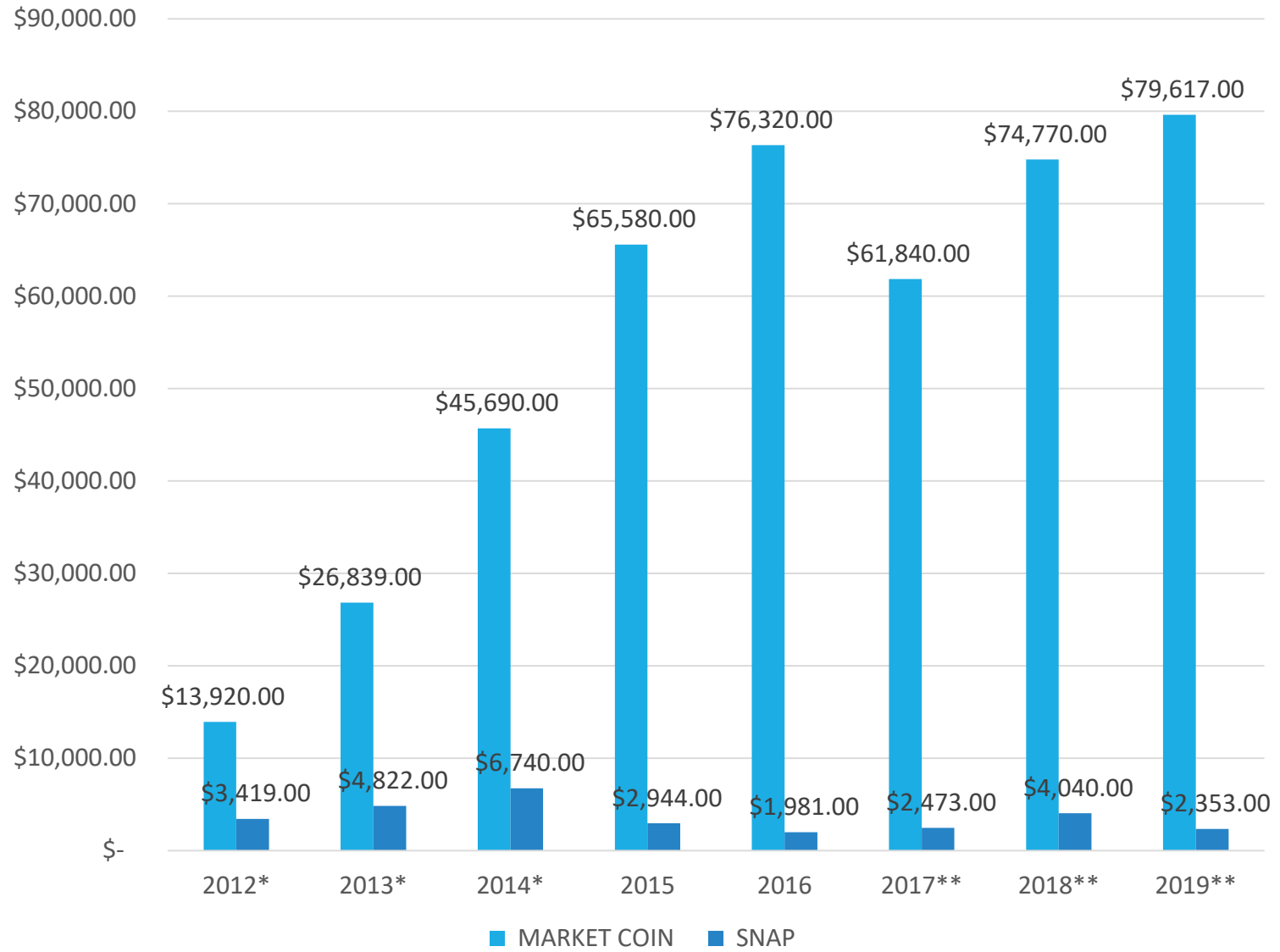
- FS Craft
- FS Producer
- FS Food
- SA Craft
- SA Producer
- SA Food
- Non-Profit
- Supporting Member

Sales by Year: All EBT Transactions

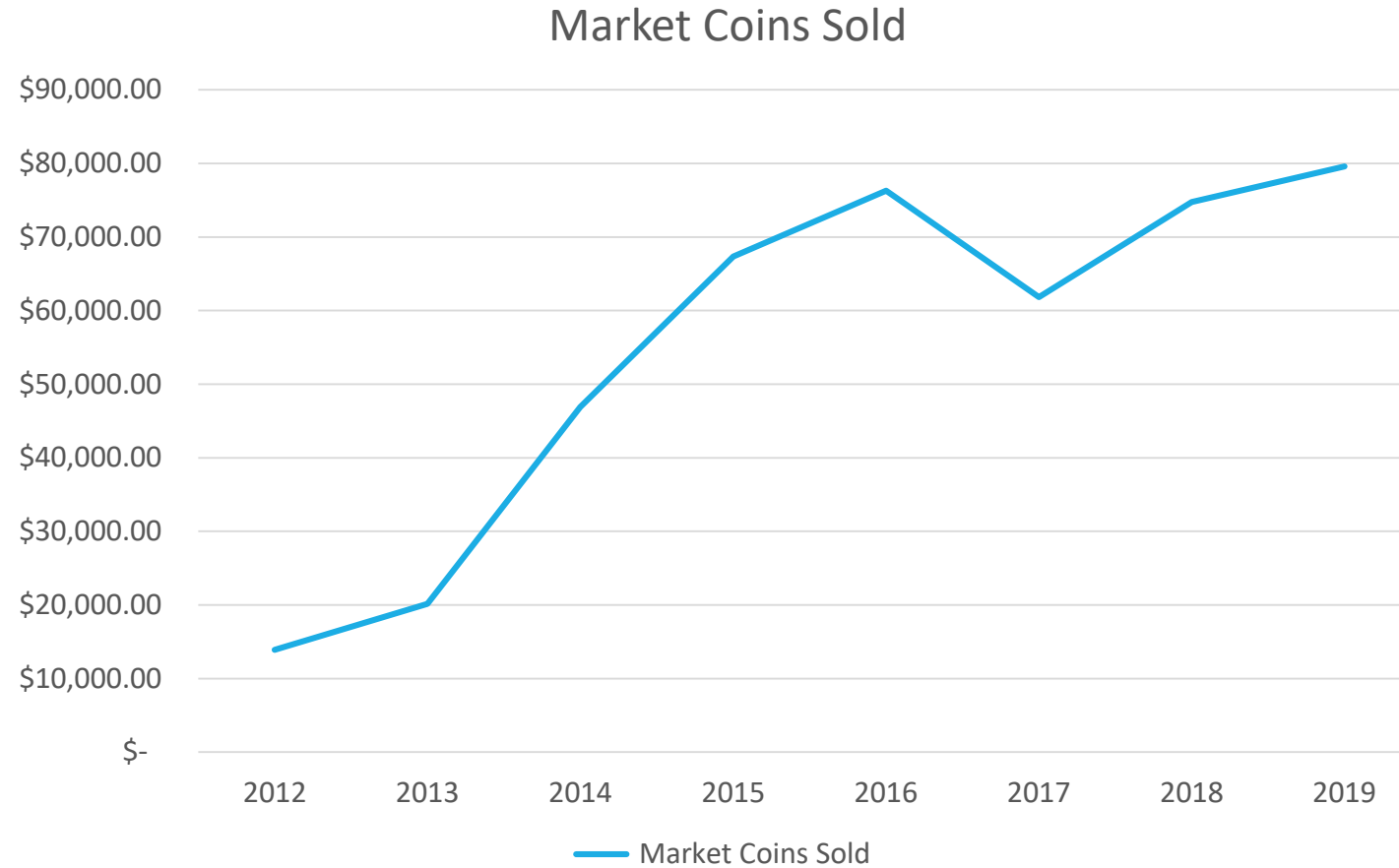


# 2019: Market Coins & Quest

-Mandy Bernard, EBT Coordinator & Wed. Manager



# 2019: Numbers – Market Coins

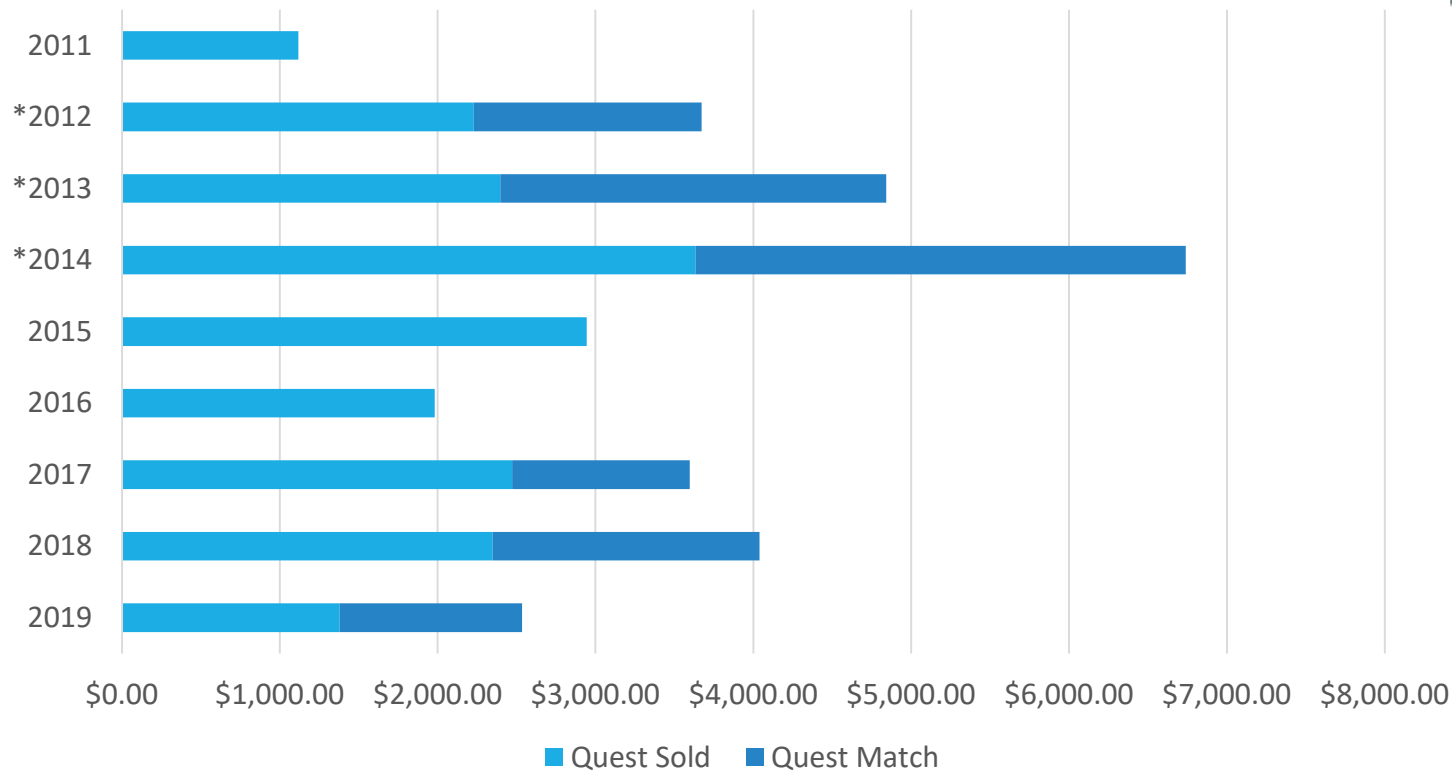


	2012	2013	2014	2015	2016	2017	2018	2019
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840	\$74,770	\$79,617

# 2019: Numbers – EBT Swipe Program



QUEST SALES







# Policy Updates for 2020 Season

- General reorganizing
- Minor clarifications & edits
- Substantive changes

## 2.) Vendor Applications/Fees

- Increased booth fees
- Fees include updated sales tax (7.85%)

## 12.) Vendor Set-Up & Clean-Up

- Vehicles may not be driven in the market area
- Drop-off limited to 10 minutes
- Failure to move vehicle may result in \$25 fine

## 13.) Kid's Vending Policy

- Only one Kid's Vending Day per season
- No prepared foods/baked items/beverages

## 6.) Application Process

- Space available must be pre-approved
- Only complete applications will be reviewed

## 27.) Pets & Animals

- Pets left in vehicles must not disturb vendors/customers

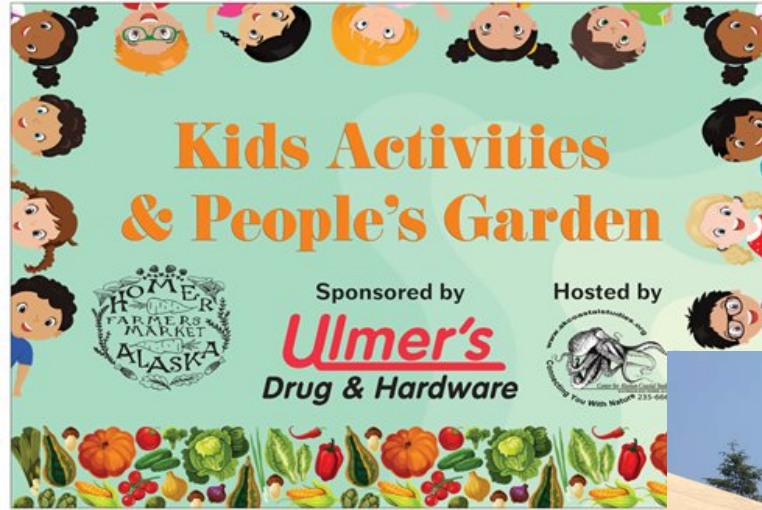
## 30.) Token Program

- Coins may be turned in from 9:00-9:30am and 3:00-3:30pm every Saturday

## Multiple Sections

- No single-use plastics <2.5mil
- Other single-use plastics discouraged

# 2019 Events & Collaborations



# 2020 Chef at the Market Sponsors

---

Our Mission: **The Homer Garden Club** was founded to educate and encourage gardeners and to provide positive experiences for gardeners at all levels of learning. Homer Garden Club is a non-profit organization. The club happily welcomes new members and visitors.



# 2019 Poster & Apparel



*Celebrating 20 Years of Local Food \**  
**HOMER FARMERS MARKET 2019**  
ON OCEAN DRIVE 🌻 MAY 25 - SEPTEMBER 28  
SATURDAYS 10AM - 3PM 🌻 WEDNESDAYS 2PM - 5PM  
WIC, FMNP & EBT coupons accepted

# Call for Artists! 2020 Merch/Poster Design Contest

Homer Farmers Market

## CALL FOR ARTISTS- 2020 POSTER & MERCHANDISE 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 1, 2020
- 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 become property of the Homer Farmers Market and may be used in other promotional material including tshirts, hoodies, etc.)
- Email entries to: [manager@homerfarmersmarket.org](mailto:manager@homerfarmersmarket.org) or Post to: PO BOX 2274, Homer, AK 99603

# Financial Highlights

Jon Kee, Treasurer

---

- Finished year with a loss (will make up for it with booth fee increases in 2020)
- **Community Support – THANK YOU!!**
  - Homer Foundation City of Homer Grant: \$1,000
  - Alaska Farmers Market Association Grant: \$1,100
  - Quest Matching Private Donation: \$2,000
  - Ulmer's Drug & Hardware Kids Zone Sponsor: \$1,000
- **Sales Tax collected On merchandise and booth fees**
- **Market Coin Sales: Highest year ever!!!**
  - Reduces costs for market vendors
- **\$2 Transaction Fees for Market Coin purchase**
  - Offset cost of running EBT program by \$2,7312





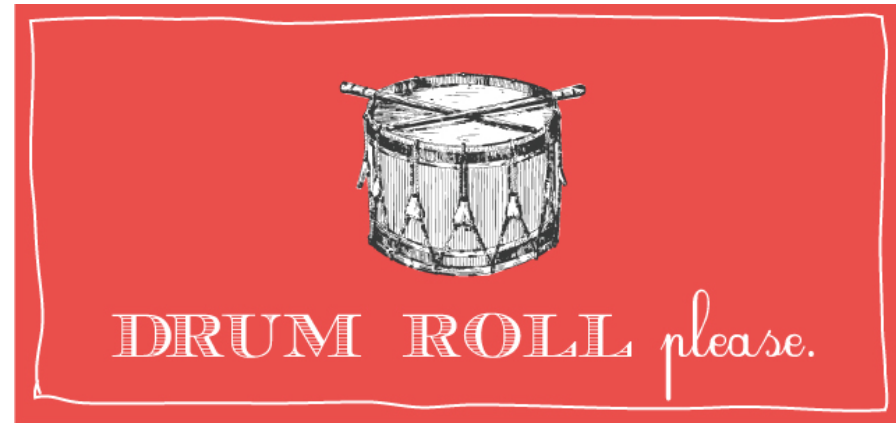
# 2020 Board of Directors Election

---

Scott Miller, Board President

- What the Board Does
- Introduce slate of candidates
- Stand up if present

Select up to 4 members to fill 4 open seats on the Board of Directors





# 2020 Board of Directors Election Results

---

Welcome 2020 Board Members:

- RETURNING:

- Megan Palma (Alibi Cafe)
- Scott Miller (Wooden Diamonds)
- Dan Dorvall (Luba's Garden)

- NEW:

- Bridget Maryott (Community Member)



Board Officers to be elected at February Board Meeting

# Upcoming Agriculture/ Education Events:



AK Farmers Market  
**CONFERENCE**

**ANCHORAGE, AK**  
April 2 - 4, 2020  
DOWNTOWN SHERATON HOTEL

Join market organizers and supporters from around the state for a weekend devoted to growing your farmers market! **SHARE IDEAS, DEVELOP NEW SKILLS,** and **STRENGTHEN YOUR SUPPORT NETWORK.**

Travel Scholarships Available  
~ More details on our website! ~

**ALASKAFARMERSMARKETS.ORG**

# 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

### 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.



## Reminder!

## Send in Website Listing Updates

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

- ❖ Full Season Vendor Applications are **due TODAY!**
  - ❖ Turn in at Table in marked envelope
  - ❖ Applications/Policy on table
  - ❖ All booth fees must be paid in full by April 1st
  
- ❖ Mid-February/Early March- notification on Full Season Status
- ❖ May 23<sup>rd</sup> - Market Set-up Day, 12pm
- ❖ May 30<sup>th</sup> - First 2020 Saturday Market
- ❖ June 3<sup>rd</sup> - First 2020 Wednesday Market
- ❖ August 15<sup>th</sup> - Zucchini Festival and Races
- ❖ September 26<sup>th</sup> - Harvest Party Potluck (and last market)



***Vendors, Customers,  
and Supporters: Thank  
you for an awesome  
2019 season!!!***

HOMER FARMERS MARKET - 20 YEARS SUPPORTING  
LOCAL FARMERS, FISHERS, & MAKERS

# Questions/Feedback

---



[homerakfarmersmarket@gmail.com](mailto:homerakfarmersmarket@gmail.com)

907-299-7540