

MRRPA Board Meeting 5 December 2016

Venue: Cowaramup District Club

Time: 5.30pm

Present: Sam Hutchinson, Andreas Frutiger, Debra Ridge, Kat Lombardo, Cai Thew, David Hohnen, Gordon Wilson

Apologies: Denise Edgar

Minute Taker: Sam Hutchinson

Chair: Andreas Frutiger

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1. Minutes of previous meeting (7 November 2016) approved.
 2. conflicts of interest - nil
 3. MRRPA membership applications - nil
 4. MRFM Manager report - attached
 5. Stallholder applications:
 - 5.1 decision making process (see attached appendix 1) outlining how a new application is to be determined and by whom - unanimously agreed the process is to be implemented
 - 5.2 fish vendor - AF spoke to the stall holder and as no fish is caught by himself it was agreed there will be a 3 month grace period after which the vendor will need to create a co-operative with the actual fishermen and himself to meet the R&G
 - 5.3 Manjimup Strawberries - question as to whether it is reselling by Manjimup Fruit and Veg of their son's strawberries. DH said no, the remainder of the board felt yes it is reselling if the son wasn't present at the market. Further enquiries to be made by AF and KL to assess the business structure.
 - 5.4 no pending applications
 6. finance report - DR talked to progress with her adoption of role of MRRPA Treasurer. KL has handed over files and shown DR the Xero system and given access to that. DR and KL will process next batch of invoices/payments together to cement the learning, then DR will assume the role for all future MRRPA invoicing/payments - largely limited to memberships at this time. DR has also ID'd at Westpac and has paperwork to access bank accounts, to be completed with local Westpac branch. SH and CT and KL to remain as signatories, KL will co-ordinate signing forms. DR has arranged to meet with Jono the auditor and finalise audits for past 2 yrs before Christmas.

7. venue location for MRFM - KL and DH have been meeting with politicians and stakeholders of the venue. Feedback from DH below:

Libby Mettam (MLA Vasse)

Very supportive, understands the importance to the local economy. Understands that the government focus is agriculture and tourism this is very happy to work with us to try and get some kind of security of tenure. She organised a meeting with the planning minister.

Donna Farragher - Planning Minister (MLC)

Donna was at a community meeting, understands the MRFM cause and its importance. But also understands the complicated arrangement it would entail. Says we really need to talk with Liza Harvey (education and training) and Peter Collier (education)

Barry House (MLC South West)

Once again very supportive, and was in the background of us getting approval through the education department in the first instance. Barry does not think it is practical to move the market out of town. The MRFM needs to be centrally located. Agrees sharing infrastructure for a once a week event makes good sense. Suggested also that Peter Collier will need to be approached. Also says we need the support of Duncan Anderson.

Barry mentioned expansion of high school would be necessary soon. This may be an issue. (Confirmed in the AMR Times last Friday the high-school will expand in the coming years) but this effects the Organic Gardens not the area we are located.

Terry Redman (MLA)

Bit more pessimistic, suggest 5 & 5 lease and understands it's a complicated situation.

He agreed the market needed to be centrally located and not moved out of town. Wanted to speak with Duncan Anderson as they are good friends. Was more than happy to assist us.

Duncan Anderson (SW Regional TAFE Managing Director) phone call

Very happy with the market, wants to ensure the market remains for the 5 years he is contracted manager of SWR TAFE, cannot see any reason for the market to move. Assured that the rent would never be doubled again.

KL added that at the Industry Leaders meeting it appeared both Gary Evershed and Ian Earl were distancing themselves from moving the market to the main street deeming the move too controversial and too difficult.

DH and KL to continue the endeavours to secure tenure for the market.

Discussions were had with respect to the size of the market. It was unanimously agreed to impose a stall holder limit of 60. An application may be made with the shire to increase stall holder numbers for future expansion but the MRRPA will self impose a maximum of 60 for now.

8. Crisis Management and Planning - DR stated the market needs a contingency plan for any potential disasters or unforeseen events. DR will formalise this. KL will upload market operating procedures to the drop box.

9 & 10. Marketing of MRFM and future development of MRRPA - GW wanting to know details of current marketing campaigns and budgets. KL posts on FB and Instagram every 2 days. FB has over 5000 likes. GW asked how do we get more people to the market, local and tourists. KL said the MRBTA are very keen to be involved with the market and the MRRPA. They have upcoming campaigns and they would like to meet with us and discuss how both the MRFM and MRRPA can be involved and benefit from. KL to invite Shana from the MRBTA to the board meeting of the 9/1/17.

AF stated we need to differentiate between MRFM and MRRPA and that the MRRPA needs its own identity and suggested a webpage separate to MRFM. AF to contact designers and obtain quotes. DH and GW suggested we approach web designers and have them pitch ideas and budget to us.

9.2 Trade Mark applications for Margaret River Farmers' Market. GW to investigate and see which classes other Markets have registered in and proceed with the trade mark applications with an initial budget of \$1000.

11. audit of stall holders - DR stated there needs to be a database/audit of all stallholders with their details formalised and legal names to be used for continuity. DH has formalised a hierarchy system based upon the R & G. (see appendix 2 attached) This will also ensure applications (using the newly adopted decision making process) will be easier, fairer and consistent. Existing stall holders will also be able to determine where they sit in the hierarchy system.

DR to establish a formal database of all stall holders.

12. amendments to the MRRPA constitution - SH and AF to start amending the constitution in line with the new requirements of the Associations Act and the need for the constitution to be consistent with the R & G. CT to assist.

meeting closed 7.21pm

Appendix 1 - Decision Making Process for MRFM Stall holder applications



Stall applications: Decision making process

Application/Product	Decision made by	Comment
Primary Producer	Market Manager	
Value added/processed	Market Manager, after consultation with the MRRPA Board	Full application plus additional information (if applicable) distributed to all board members. Feedback within 7 days
Conflicting with R&G	MRRPA board	Chapter 4, clause i) of R&G applies
Different from products listed in R&G 4 f)	MRRPA board	Not permitted, exceptions in "severe" cases possible. Decision made at board meeting
Case of enquiry or complaint	MRRPA board	Dispute resolution procedure (Chapter 12 R&G) applies.

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Appendix 2 - Hierarchy of Stall Holders at MRFM

Category A. (aim to be 50% of all stall holders)

Primary producers, local.

Primary producers, catchment (and beyond by board approval)

The above category includes fresh and processed food.

Category B.

Food ready to go, local and catchment.

Processed food, local and catchment.

Botanicals.

Category C.

Food ready to go, global.

Processed food, global

(Category C have no security of tenure)