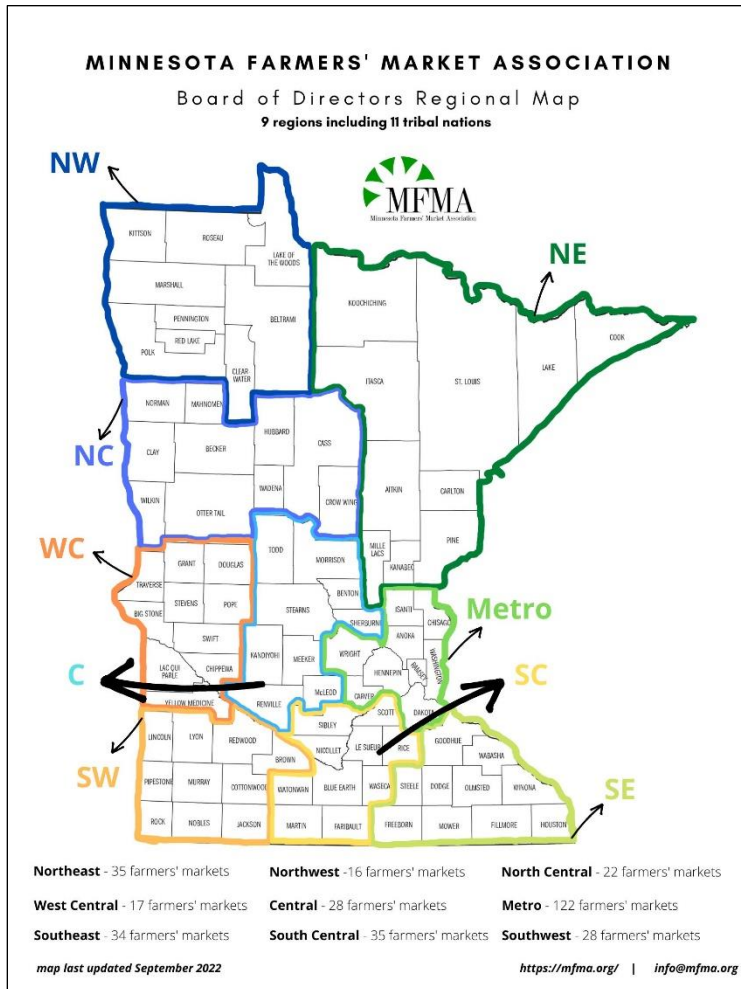




# MFMA Board Director Considerations 2022



The Minnesota Farmers' Market Association is a nonprofit 501c6 and 317A that supports all farmers' markets in Minnesota, regardless of membership. MFMA does offer [different membership options](#) and strongly encourages all markets to join MFMA!

Each region needs 1 director to represent them, except the Metro Region. The Metro needs 3 directors due to the number of markets in that region.

This packet contains items you will want to consider when running to be elected to MFMA's Board of Directors.

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## INTRODUCTION

The Board of Directors for MFMA serves as an Advisory Board to MFMA's staff. Strategically located throughout all of MN, Board Directors are the eyes and ears of MFMA to identify where successes are happening, or support is needed.

**MFMA's Mission:** MFMA provides services, programs and leadership that support and promote farmers' markets across Minnesota.

**MFMA's Vision:** MFMA envisions a community of diverse, inclusive, vibrant, profitable and professionally managed Minnesota farmers' markets that:

- Cultivates, nourishes, and inspires a vibrant local foods community
- Provides accessibility to local farm fresh foods
- Allows opportunities for local food producers to thrive and grow

- Ensures these opportunities are available to everyone regardless of ethnicity, age, gender identity, or economic standing

### **MFMA's Major Efforts**

1. Guidance to markets and vendors
  - a. Free resources on MFMA website: [Resources](#)
  - b. Farmers' Market Academy: annual trainings for market managers and vendors
  - c. Free monthly online Open Forums to address current issues
2. [Free online map directory of all 350+ farmers' markets](#) in Minnesota
3. Insurance, general and product liability: Market and vendor
4. Statewide marketing: social media, National Farmers' Market Week (NFMW), statewide annual targeted campaigns
5. Data Collection: FM360 Metrics Collection Project
6. Public Policy: educate and influence decision makers on the thriving of Minnesota's local foodshed

## **BOARD DIRECTOR EXPECTATIONS**

### **Big Picture Expectations**

1. You recognize that you bring your experience and expertise to the Board, but that you make decisions that will benefit the entire state of Minnesota farmers' markets.
2. You commit to MFMA's mission and vision. (You can recite MFMA's mission statement.)
3. You welcome and commit to supporting the diversity of Minnesota farmers' markets and vendors to MFMA.

### **Operational Expectations**

1. You commit to being a member of MFMA in good standing. (This means you or your farmers' market is a current MFMA member.)
2. You commit to actively learn and develop an understanding of the MFMA's operating procedures.
3. You commit to complete and submit by deadline the various forms and reports required of MFMA Board Directors.
4. You commit to attending:
  - 4 zoom meetings throughout the year
  - 2 in-person meetings
    - Annual Conference when in person (December)
    - Board organizational following the election of directors (January)
5. You commit to take advantage of training offered through MFMA that will help you become a better MFMA Board Director.

### **Financial Expectations**

1. You commit to reading and gaining understanding of all MFMA financial statements.
2. You commit to working on and understanding the annual budget.
3. You commit to understanding and following MFMA's financial procedures.
4. You commit to understanding risk management for MFMA.
5. You commit to understand MFMA's regulatory filings.

### **Public Policy Expectations**

1. You commit to publicly advocate for the MFMA. (This means you know who your legislators are and have their contact info readily accessible.)
2. You commit to widen the MFMA's reach and develop connections with leaders in your local community, region, Minnesota, and nationally.

### **Fundraising Expectations**

1. You commit to help raise funds for MFMA in partnership with staff.
2. You commit to establish relationships with potential donors.

## **DIVERSITY, EQUITY, AND INCLUSION (DEI) STATEMENT**

By agreeing to be an MFMA board member you are agreeing to help us reach our DEI goals and actively support disadvantaged market managers, vendors, and farmers' market customers.

**Diversity:** We value our differences and aim to involve and reflect the communities we serve.

**Equity:** We aim to align our policies, practices, and resources so that people of all races, cultures, identities, and socioeconomic statuses have genuine opportunities to thrive.

**Inclusion:** We aim to create an environment in which everyone feels valued and respected.

Farmers' markets are community spaces for everyone. They act as small business incubators, food access hubs, centers for community engagement, and facilitate food sovereignty. Farmers' markets provide opportunities that everyone should have access to.

MFMA recognizes that many people encounter barriers to participation in local food systems and access to healthy foods due to language, ability, transportation, age, race, and economic standing. We believe that everyone has the right to access the benefits farmers' markets provide. We are committed to working with farmers' markets across Minnesota to limit barriers to access and create a welcoming space for everyone.

## **COMPENSATION FOR BOARD DIRECTORS**

MFMA Board Directors are expected to contribute to MFMA to the best of your abilities, with no expectation of monetary compensation. However, upon Board approval, there may be monetary compensation for any work you do that has Board approval.

### **Standard compensation for all MFMA Board Directors includes:**

1. Standard IRS mileage rate and meals for in-person MFMA Board functions
  - a. Directors who need to travel more than 2.5 hours one way for an in-person MFMA Board function, MFMA will reimburse for an overnight hotel and meal.
  - b. All Board Directors will be reimbursed for mileage, meals, and hotel to attend MFMA's Annual Conference.
2. Free admission to MFMA-authorized functions.
3. Reimbursement for MFMA pre-approved expenses.

## **APPLY FOR THE MFMA BOARD**

If after reviewing the above policies and expectations you would like to be considered to serve on the Minnesota Farmers' Market Association's board of directors, please fill out the [google form linked here by November 1st, 2022](#). We will hold the elections during our online [MFMA Annual Conference, December 7 & 8](#), and will contact you about next steps if elected, with the expectation that you will be able to attend our first board meeting in January of 2023.