

Board Members Present: Tom Graham, Chris Scott, David Ott, Joan Paulson, Sharon Mukai, Jill Andrews, Teagan McDonald, Gloria Skouge.

Others: none

The meeting was called to order at 6:03 p.m. The agenda for March 20, 2012 General Assembly Meeting was discussed.

Agenda:

1. Joint Renovation meeting with the PDA.
2. Formation of the nominating Election Committee/.
3. Presentation of the Metrics for Success, which was presented to the full PDA Council meeting on February 28, 2012 by Ben Franz-Knight. This system is a means to measure effectiveness, and solve advertising and promotion problems.

Future agenda items for the Constituency to consider are a discussion with Kelly Lindsay about the means and needs of the Farm Program, perhaps in May. Also, the Market Foundation has a new Director, Lillian Hochstein. The Constituency could have an open house at the April General Assembly meeting as a meet and greet, and invite Lillian. The April meet and greet could become an annual event.

Next was discussion of non-agenda issues. Jill talked about the mailing of the membership renewal forms. Tom suggested mid-March mailings. There are to be two mailing lists, one for current members and one for past members who may need to be reminded to sign up. This idea was approved by the Board.

Next item was the approval of the minutes for the November 17, 2011 Executive Committee and the December 15, 2011 Executive Committee. Both minutes were approved.

The meeting was adjourned at 6:23 p.m.

Respectfully submitted, Sharon Mukai

Secretary