

Attendance: Paulette Richards (chair), Willy Gibboney, Alex Lanham, Dave Lee, Colleen Bauman, Anna Lawrence, Paula Gourley David Hascall Excused: Maggie Quinlan

Staff: Kimberly Cullen, Kim Still Recorder: Diane McWhorter

Guests: Lynn Brown, Teresa Pitzer, Sue Hunnel, Deb Schussler, Alan Pointer, Sheila Pointer

Introductions: Paulette asked for a phrase or word used as a mantra to keep grounded, from each person present. These included: Build a bridge, then throw her off; Beer; (things best not said in mixed company); This too shall pass; Let it go, let it go, let it go; All will be well (repeat three times); Tomorrow is a new day; Do your best, and leave the rest, it will all come right, come day or night; (things learned from drill instructors); Turn anxiety into curiosity; Strong, swift, sure; Damn it!; Shalom; Imagine; Tomorrow is another day; (Meditation); Keep gratitude in the heart at all times.

Announcements: Willy will keep time and limit each speaker to one or two minutes. Opening Day is Saturday! Deb will not be able to smudge the Park Blocks on Friday evening.

Pressing Member Issues: Two member requests for vacation months from the Park Blocks were made, one for April and May (Deb. S), and one for April (Paula G.).

Agenda Review: As the Budget needs approval the Budget Committee Report will be moved to a closed session at the end, separate from the Treasurer's report. Add a report on the trip to Portland Market to New Business.

\*\*\*Motion: Approve the amended agenda (Alex/Colleen) All in favor 7-0-0.

Approval of Minutes: Minutes of March 4, 2015. Clarification was made on the Food Court Committee recommendation on the food court vacancy: the space will not be filled this season, with re-evaluation at the season's end.

\*\*\*Motion: Approve the Board minutes (Alex/Anna) All in favor 7-0-0

Administrative Report: Kimberly reported that there are 21 new members and many more in the process of joining. Reserves stand at 186. There were 4 Leaves of Absence (one year) and 12 spaces released from the Booth Holders for reserving. Total members: 309.

Staff had their Annual Meeting. Two new staff were hired and all have met and received their updated handbooks. A safety training was added with best practices outlined. She worked with Joe to form an Evacuation Plan for the Park Blocks to respond to wind concerns on the Park Blocks.

Opening preparations are finished, including pressure washing the tents, counting and organizing the durable cutlery. Everything is on track. Newsletter is ready to be finished Friday.

The fiscal year ended yesterday (March 31<sup>st</sup>). A new copier was purchased with the available funds and will be depreciated. Clarifications were obtained for several postings by the former General Manager

and adjustments made as needed. Tax-related accounting and bookwork was completed and payroll was finished today. The books will be sent for the annual review after another meeting with the bookkeeper. A question from the Board about the outside bookkeeping services was discussed briefly. The situation is ideal now as everyone learns all the fine points of the financial systems with some outside oversight.

The Fairgrounds manager is interested in our weight bags policies and purchase. The Lane County Fair uses forty to fifty 10x10 tents that cannot be anchored. Joining with other community groups will help us form a replicable model for compliance that will be useful when the city re-issues the tent advisory.

The LCFM meeting report was attached though it was discussed last month.

Opening Day requirements for fire extinguishers and fire retardant treatments are still in force although there may not be a fire permit inspection on the first day. All members are advised to get into the routine of bringing that piece of equipment as well as weights for their tents, regardless of the permit regulation status. Safety for members and customers is always important.

Empty sandbags were delivered and there are 743 crammed into the storage room. A thousand dollars was saved from the original estimate by stopping production at that number for now. A small design modification brought the price down a few cents more. The City has approved the financial claim at the Assistant City Manager level and assured SM that the funds will be provided. Pricing will be discussed later in the agenda.

A letter from a member was read and sent to the Food Court Committee regarding optional attendance in November for certain items that do not sell well in cold weather. They will discuss it and send back a recommendation.

Advertising Update: Kim reported that she has signed some contracts for the four radio stations we utilize. Lane Monthly magazine featured Saturday Market on the cover and in a centerfold photo essay. This will provide excellent coverage for free as a result of good media relationships. Register-Guard reporter Diane Deitz will cover Saturday. Another RG reporter inquired about the tent advisory situation and received neutral information about it. There has been some alarm in the community but it is not a dramatic situation and will be resolved soon with little impact except increased safety for all.

Making the ad budget stretch as far as possible is part of the annual effort. Posting, reposting, sharing and interacting on social media is an effective way to get attention there, so all members are encouraged to participate in that as much as possible. Kim does use small amounts of money to “boost” posts on Facebook, which can result in thousands more views. Tweets about weather can be helpful to attract attendees during Saturday. Live remote broadcasting is a bigger contract and usually costs.

\*\*\*Motion: Accept the Admin report with the addition of the two member requests. (Alex/Dave)  
Motion passed 6-0-1 (Anna)

Treasurer’s Report: The year was ended in the black by a substantial amount, well ahead of the projected budget. This enabled the purchase of an updated copier as the old one was difficult to repair.

During the last five of seven years the budget has been in the red, and savings have been withdrawn. This will be a good year to restore some savings from our cash assets after the taxes and depreciation are calculated. There was some extra money gained from Holiday Market due to successful efforts to sell spaces to new members in the first and last blocks. Money from selling the weight bags will restore some savings that were withdrawn to finance that purchase. There is a Stellar's Checking account, which is used much like a savings account, as well as two CDs and an investment account that is never accessed (Rainy Day Fund), for an overall healthy savings position.

\*\*\*Motion: Accept the Treasurer's Report (Anna/Willy) All in favor 7-0-0

Committee Reports: Standards Committee: Teresa reported that 43 people have been screened in the last three screenings. A member was asked to appear after some items in his booth showed minimal handcrafted components but the committee was impressed with the artistic contribution in his stock and displays and the interaction was educational for all. It is important to acknowledge the many steps that all artisans take to create their items, which it is easy to take for granted. Guidelines were adjusted to reflect the policy that three consecutive meetings are required to be a voting member of standards, and exceptions were granted to two prospective members who discovered the guidelines inconsistency and missed a meeting. Procedures were examined and the lack of an official quorum was discussed. As the committee generally works hard to gain consensus before voting, the lack of a quorum requirement did not seem problematic to the committee, as decisions are deferred if consensus is not approached. Discussions will continue on ideas such as a cap on the number of committee members, representatives from all 24 craft categories, and other internal conditions. Guidelines changes were made to Animal Treats and Gathered Minerals in the Craft-Specific Guidelines (see Committee minutes for details.)

\*\*\*Motion: Accept the Standards Committee report (Dave/Paula) All in favor 7-0-0

Holiday Market Committee: Deb reported on the meeting which was specifically on the subject of Holiday Hall. There were 22 responses to the survey (to correct the minutes.) Survey results indicated the need for additional signage, so a request for a banner was made. The recommendations of the Standards Committee on the non-profits policy were discussed and the HM committee made a set of recommendations in response. They agreed on a no-sales option (the SC recommended screened sales). They recommended that groups wanting to sell items could rent space to be vendors under the same standards as other vendors. They recommended that up to two items could be offered in a drawing for donations. In lieu of attending a New Member Orientation, the non-profit options form would include a signature line to acknowledge their agreement with our regulations. They agreed with the recommendations to prioritize small, local Non-profits and community groups, over international organizations. A six-foot table would be allowed, and a positive sales environment must be maintained. Space for literature and information must be maintained. The Committee requested that the rules for the Park Blocks and Holiday Hall be consistent and streamlined for simplicity, and that the two committee recommendations be combined.

Ensuing Board discussion was limited and the item placed back into Old Business for discussion, due to time constraints. The point was made that regulation uses management and staff time, as well as the fact that many Non-profits are asking to come to the Park Blocks and the GM needs a clear policy.

\*\*\*Motion: Accept the Holiday Market Committee report, but not the recommendations. (Coleen/Dave)  
Motion passed 6-1-0. (Alex voting no.)

Procedure: It should be clarified that when reports are accepted, that generally means the recommendations are accepted. This causes confusion often. In the case of the nonprofit issue, the Standards Committee recommendations were acknowledged but not accepted, so it is consistent to do the same with the Holiday Market Committee recommendations. Two motions could be made to separate the two actions.

Member Recruitment Task Force: There will be a report at the next meeting as data collection was not possible at the present time (due to Opening Day pressures.)

\*\*\*Motion: Accept the Member Recruitment Task Force report. (Anna/Alex) All in favor 7-0-0

Personnel Committee: Paulette and Colleen gave the report. The minutes of the meeting were not available at this time. Policy changes were recommended and discussed. Several adjustments were suggested to the proposed draft.

- Section IIB: add the word “paid” before “vacation”
- Section IIIA1: add “January through March” in the place of “Winter”
- Section VC3: reverse the words “appealing” and “person” and add “by” before “the supervisor”
- Section VB2: add “or their direct supervisor” after “the General Manager” in the last sentence at the end of the section.
- Section D3: reverse the words “appealing” and “member”

Discussion was closed to approve the draft presented, with the opportunity for more revision by the Personnel Committee during future meetings. As always the policies are adjustable and the goal was to get the current state of the policy usable for the opening of the season.

\*\*\*Motion: Approve this draft of the Personnel Policies, as changed (based on the last Board meeting) and incorporate the edits just made at this meeting. (Coleen/Dave) All in favor 7-0-0

Old Business: Non-profits Policy: Our Non-profit status requires us to promote educational goals.

\*\*\*Motion: Accept the recommendations of the Holiday Market Committee (Colleen/ Alex)

The Holiday Market recommendations are:

- No sales by non-profits
- Add a signature line to the “Options for Non-Profits” info sheet
- Preference given to small, local non-profits and not-for-profit community groups for table space

- These groups may use a 6-foot table to raise funds by donations or a drawing for handmade products
- Any disruption of a positive sales environment is not allowed
- All groups will be expected to dedicate a reasonable portion of the space to the presentation of information and literature.

The Standards Committee Recommendations were:

- If the nonprofit elects to sell items at their table, the people who made the product(s) must attend a New Member Orientation and the product(s) must be screened by the full Standards Committee. These are the people who will be allowed to staff the table.
- Any disruption of a positive sales environment is not allowed.
- Preference will be given to small, local nonprofits for table space.
- All nonprofits will be expected to dedicate a reasonable portion of the space to the presentation of information and literature.
- Table space is limited to six linear feet and personnel limited to three.

Discussion: (Opinions are of individuals and not a group consensus) Community groups are important to bring in associated people. Members felt strongly about a ban on product sales. Simplification of the policy was urged to support staff by not requiring enforcement and monitoring by our manager. Selling things is not educating the public. Questions were asked about the Park Blocks use of the space behind the stage. Problems in Holiday Hall were present in the past but this year peaked and caused alarm. The Standards Committee had unanimous agreement by nine people that bringing the non-profits into our culture through the New Member Orientation and screening would allow them to become part of our community and not unintentionally misuse the opportunity. Some did not read the existing policy and needed education. The groups should not have to pay for our inattention to our own policy. We are a community gathering and not just a place to sell, and this comes off as a selfish act to our friends and neighbors, and customers, taking away an opportunity that we allow ourselves. The selling has been abused by people who are not handcrafting, not small and local, and it was inappropriate and damaging especially to members selling in Holiday Hall. Nonprofits can still build community, disseminate information, and take donations, educate, and do outreach. Some will abuse the privilege and require monitoring by staff, but not all are scammers. Most have a high degree of commitment to do the right thing. The Standards Committee tried hard to address the issues without throwing the baby out with the bathwater and slamming the door. Participation by screening and orientation will be the only way that sales will be allowed.

\*\*\*Motion: Table the current motion to the next meeting. Use the current policy. (Colleen/Alex) Motion passed 5-2-0. (Willy and Paula voting no.)

New Business: Portland Saturday Market visit: Five members of the Board visited a Saturday Portland Market and found a friendly reception and lots of ideas. Their Marketing manager wants to visit here, so a bridge has been made. The Market there seems more commercial, with “partners” who sell

commercial items under contracts. A block away is the Skidmore Saturday Market which needs a contact for using the SM name without authorization. No one noticed any non-profit booths, but there is a slightly separated International Market where imports are sold. Paula's notes could be shared.

Tent Weight Market Policy: Members were accepting of the weights policy but concerns were voiced about the sidewalls portion of the policy. A gap at the top is not seen as practical for several reasons: rain will come in, so the space will not be dry; most sidewalls are attached with Velcro strips at the top and will not be secured to anything if there is a gap. Wind flow will be improved with gaps at the top and bottom and in one researched policy the weight requirements doubled (to 640 lbs) if sidewalls were used. Mandating a gap seems reasonable. The goal of the policy is to get all members ready for eventual city requirements which may be enforced in 2016. The proposed policy will be available for review at the info booth so that all members can get a chance to consider it.

A Motion was made and withdrawn to adopt the policy. Many members will have responses to the draft.

Weight Bag Pricing: The weight bags (empty) will be offered to members at \$8 each, \$32 for four. They will be offered to community partners ( e.g. LCFM, LC Fairgrounds) at \$10 each, \$40 for four. Members of the public at large could purchase them for \$14 each, \$56 for four. The subsidy for members will help sell the bags more quickly, and will support our members who are low-income. Because the City has promised that the money will be paid to SM to finance the purchase, to assist us, it would not be appropriate to then make a profit from this initial lot of bags. The promise has come from the City Manager's office, and the trust relationship is there. The City is supportive of our efforts to comply and recognized the hardship, and the purpose of the grant is to subsidize the purchase. Saturday Market's goal is to encourage members to comply before the advisory is set. Eugene Canvas guarantees the product strength and durability. The price will go up next year or in the next order of bags. The subsidies will buy goodwill with other community organizations. The Budget Committee supported the \$40 price, and recognized that the money could be used to buy the next lot of bags to continue the program.

\*\*\*Motion: Accept the recommendation for price levels of \$32/8, \$40/10, and \$56/14 for the bags.  
(Alex/Colleen) 6-0-1

Marketing Planning: An idea is proposed of a committee or other group to discuss special projects, compile ideas, and think about marketing the image of Saturday Market. Colleen will set a meeting and come up with a proposal, with Anna, Paula, and Sue Hunnel. In Portland they remarked on an increase in interest through use of social media tracking purchases. The group will report at the next meeting.

Meeting Evaluation: Have patience with each other and take more time to explain things. Committee reports and other discussions took too much time.

The meeting was adjourned to a closed session on budget. 8:00 pm