

Attendance: Paulette Richards, Kelly Durian, Alan Pointer, Alex Lanham, Maria Moule, Eli Mazet, Julia Garretson Excused: Paula Gourley, Deb Schussler

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Misy Hansen, Teresa Pitzer, Lynn Brown, Tym Mazet, Sheila Pointer, David Church, Cassie Vanderburgh, Joe Blakely, Sandra Miles

Introductions: Everyone in the room shared something positive and fun that had happened that day.

Announcements: none

Seating of New Board Members: Three members were elected to the Board in June. Alex Lanham will be serving his second term, and Paula Gourley and Deb Schussler will be serving new first terms.

***Motion: Seat Alex, Paula and Deb (Julia/Alan) 6-0-0 All in favor.

Appoint Treasurer: Misy Hansen, previously nominated, has accepted the position.

***Motion: Seat Misy Hansen as the New Treasurer of Saturday Market (Alex/Julia) 6-0-0 All in favor.

Pressing Member Issues: Maria brought forward two suggestions from members: Fine members who leave early, and print in the packet a policy stating that “as members we will not sell products within a block of the Market.”

Discussion: Someone also suggested that we close at 4:00 pm. Perhaps docking people who leave early their point for the day would work better than a fine. Giving written warnings would document how large the problem is. Any of these might encourage members to drop out rather than change their behaviors. There is a list of consequences for not following the parking rules, so that could be the model for consequences.

All three issues were put into the Bin for further discussion.

Letter from member: Becca Clark wrote a letter which was read at this time. Points she made included not giving breaks on fees to new members when aging members those who travel long distances, and other categories of members, also need fee relief. She felt that no one should pay over 20% of their sales in fees. She suggested restructuring the fee system into a tiered system based on sales, such as sales under \$50: \$5 plus 10%, \$50-90: \$8 plus 10%, \$90-120: \$10 plus 10%, and over \$120: \$13 plus 10%. Cutting the budget would be preferable to raising fees, which always seems like the go-to solution when expenses rise. Other shows have caps on categories of crafts to limit competition and bring in many more customers who expect a different experience.

Agenda Approval:

***Motion: Accept the Agenda (Alex/Alan) 5-1-0 Maria objected to the order of business, suggesting that the committee reports should go later in the meeting so guests could be present for the discussions of interest such as Old Business.

Approval of Minutes: Minutes of the 6-1-16 meeting.

***Motion: Approve the minutes from June (Julia/Alan) 6-0-0 All in favor.

Administrative Report: Membership comparisons with 2015 for the last two months:

2016/2015: June: 199/243, 238/257, 216/244, 228/139 July: 228/134, 134/175, 222/191, 238/222; End of July/first week of August: 206/153. Although the daily amounts varied greatly (mostly due to weather in 2015) the totals over those months were 2016: 1909, and 2015: 1758 so total vendor attendance was up. The season is half over and total vendor attendance was 3888 compared to 3753 in 2015, so there has been a net gain of 135 vendor days or 7.5 more vendors per week in 2016. There are currently 504 members as compared to 464 in 2015. There have been 71 new members through July 20.

Holiday Market is 49% booked, and the deposit was made to the Fairgrounds.

Meeting highlights: 6-7-16 Quarterly LCFM/SM meeting summary: The feasibility study for the Public Market, Urban Renewal decisions by the City, County-City discussions Tuesday Market, Butterfly parking traffic, composting, and toilets were all discussed. Next meeting September 13, 2016.

6-8-16 Meeting with Jeff Turk, property manager for Lane County: Talked about programming ideas for the Courthouse Plaza, which the County seems receptive to. There may be an opportunity to use the sidewalks around the FSP as part of a partnership to use the space in positive ways. Discussion: it has to be safe. This may be a small opening to solutions. Some want the Info Booth moved back to the northeast block, or for vendors to set up before the present vendors get there. This item (FSP) was put into the Bin.

7-7-16 Meeting with LCFM to discuss the CPW feasibility study for the Public Market. The June report of financial feasibility details was discussed, and LCFM seems likely to pursue the pavilion option rather than a fully enclosed building. Both the City and County are aware that the farmers greatly prefer to stay connected to Saturday Market. The preference is to continue with separate management of each organization. Although the study was helpful, there is not general agreement that the model in the study is the one to present to the elected officials yet. One goal for LCFM is to eventually not use the Fairgrounds in November/December; they are already nearly year round in operations so feel ready for this vision. Some expenses were not included in the study that will be large in impact. More work needs to be done by the group.

7-9-16 Meeting on site with BRING for the 3-year recertification. Analysis of practices in the original process showed about 94% compliance with goals, with 86% compliance required for recertification, so Saturday Market was successful in being certified both then and now. There are a few ideas to promote greater sustainability that will be extracted from the process for future action. Congratulations!

7-14-16 Joint meeting of the City Council and Lane County Commission: There was a general cooperative spirit toward the idea of a land swap or other plan to unite city and county building goals for the City Hall, County Courthouse, and the LCFM improvements. The Downtown Urban Renewal District was renewed and \$19.4 million set aside, with amounts to be fine-tuned later when the projects are more detailed. LCFM would get \$4.5 million. There will be a community engagement process for the Open spaces improvements (Park Blocks and other spaces.) and about \$5.2 million probably allocated for that part. Kimberly wrote a letter to the Mayor and City Council.

Tuesday Market seems to be going fairly well. The vendors affected were grateful for the fee relief. The berry season has peaked so there should be some more space available. The farmers don't set up as tightly as we do so spots are limited. Sales have not been very high. The park dwellers seem to be worse on some days and better on others. We are guests and the farmers manage the market so it is hard for us to make any suggestions about operational issues or space. About 3-6 members sell regularly, and more might be interested if the park dwellers were not a problem in the small market.

Letters and comments: There was a letter from two members re-iterating that scents are a safety and health issue and more regulation is needed. The letter was referred to the Standards Committee for discussion. Although the HM locating process is trying to accommodate sensitive vendors, it is much more difficult to do that on the Park Blocks in the morning. It was suggested that a few booths could be reserved for those who had problems.

***Motion: Approve the Admin report (Julia/Kelly) 6-0-0 All in favor.

Advertising Update: Kim has been more aggressive on social media about building a presence and "likes" and followers have increased. "What's New Wednesdays" has been popular and a new feature is "Meet Your Marketeers" which has caught the interest of KVAL TV. The promotion of the new Local Producers' booth has caught on with the kombucha and is getting a lot of attention.

***Motion: Accept the report (Alan/Julia) 6-0-0 All in favor.

Treasurer's Report: Misy is still training and getting up to speed but can report that income is up this season and expenses are still on budget. HM income is posted earlier so is higher at this time than last year. Net income is up.

Yearly review of the Financial Statement has been completed by our CPA, and nothing had to be modified. There was a healthy net profit last year so some savings were restored and because of a carryforward tax credit we did not pay federal tax on the profit. Analysis will be done at the end of the year to see what the higher income can be attributed to.

***Motion: Accept the Treasurer's report (Kelly/Julia) 6-0-0 All in favor.

Committee Reports: The group decided that since all Board members could be presumed to have read the committee reports, they could be waived to save time and simply approved. A summary of each written report will be provided here.

Food Court Committee: (draft minutes) Meeting of 5/31/16. Ritta retired from the committee after many years of service, which was much appreciated. The Admin report touched upon several topics related to sustainability, such as the fork buckets (a possible trial of lids for some of them to reduce loss, new signage), worm composting (compostable bags are expensive though convenient for transport), sorting costs (possible subsidizing of wages from outside the Market). Committee feedback included the points that clean forks need signs as much as used ones, and signage and a better appearance of the recycling station would enhance the customer experience and food court professionalism. Perhaps colored buckets could be used for the used forks to differentiate. Some vendors have opted in on a system of buckets without bags for the composting program. The group was positive about the opening day poster and updated Food Court webpage but not as positive about promotion of the Local Food Producers Program. Don Kahle did mention it favorably in one of his columns but other news sources failed to pick up the press releases as expected. More efforts to promote it were assigned as homework along with several other tasks. The (Mandatory) Annual Food meeting and potluck was successful and helpful to members. Next meeting September 14, 10:00 am.

A question was asked about the progress of the Local Food Producers Program. Standards and staff indicated that launching the program has taken more time than most prepackaged food vendors do, but that the present vendor (kombucha) has been quite successful.

** Motion: Accept the Food Court Committee Minutes (Julia/Alan) 6-0-0 All in favor

Holiday Market: June 8, 2016. Plans are being made for the Elves promotion, for a photo opportunity booth featuring elves in Holiday Hall, and for the purchase of mats to improve the south side entranceway for loading in and out. There was a discussion about how to improve participation in the work tasks, possibly raising the opt-out fee to \$50 for next year. New members can be informed that participation on the Park Blocks does help in consideration for HM booths when people have zero HM points but recruitment efforts will wait until it is known how the booking is going. Next meeting August 10, 2016.

***Motion: Approve the HM report (Julia/Alex) 6-0-0 All in favor.

Sustainability: June 9, 2016. Costs of the sustainability programs are too high. One is the compostable bags which are almost \$1 each. Buckets or barrels will be explored as replacements. When this replacement happens, the Market will cease purchasing the bags and help food vendors source their own if they do not want to transition to buckets without liners. LCFM is partnering with Love Food Not Waste and their compost is sorted, but that may not include customer waste which still sometimes ends up in our receptacles. Coordination would be great. New fork buckets, different containers on stands, or some other idea to reduce loss was discussed. There may be sources of free containers to utilize. There will be a campaign to ask people to bring more reusable cups for drinks to reduce the use of new disposables. Discounts could be offered. Articles could feature potters who make cups and mugs. Reducing new paper use is a goal which could start with committee packets and extend to the Board. People are receiving electronic documents and the white board is in use. A motion was passed to reduce

new paper use in meetings. The Sustainability Committee will start by using only previously used paper for printing, and only when necessary. Next meeting Thursday August 11, 2016 at 10:30 am.

***Motion: Approve the Sustainability report (Julia/Alan) 6-0-0 All in favor.

Market Survey Task Force: June 15, and July 26, 2016. The group formulated agreements, and chose a facilitator and scribe. They intend to meet four times. After discussion they agreed to begin with a membership survey to be conducted with Survey Monkey to learn the process and fine tune the goals. This could enhance the member experience, keep vendors involved and give everyone more information about vendor issues and needs. A 4-month subscription would cost \$104. Later surveys could provide more information for staff use such as visitor demographics. Many ideas were generated for use and details of the surveys. The launch was planned for September and October with analysis in November. Over the winter the process could be examined and a visitor survey launched in the spring. Questions that would be asked were sampled and showed to the Board. The Board was requested to approve the subscription amount of \$104.

***Motion: Approve the Survey Monkey subscription (Julia/Eli) 5-1-0 Motion passed.

***Motion: Approve the Survey Task Force report (Julia/Maria) 6-0-0 All in favor.

Standards: June 15, 2016: Lynn and Paula resigned from the committee. A kombucha maker was approved as well as a member who wants to erect a booth called Mental Mansion Puzzle Room. Felted hats were approved for an exception for the 2016 season. Another exception was granted for the crimping of hair feathers by experienced members who already sell the feathers. There was discussion of products containing marijuana leaves or infusions. Hemp oil is a different product and is allowed. The pipes policy was reviewed and an additional requirement recommended as follows: **Signs must be posted that sales are to customers 21 and over only, with proof of age.**

Worksheets were distributed to crafters to fill out explaining aspects of their craft that would help the screeners formulate questions about crafts with which they are not familiar. Alcohol sales discussion was put into the Bin. Partnership policies were reviewed and discussion will continue at the next meeting. New members for the committee are needed.

***Motion: Approve the recommendation of the Standards Committee (Kelly/Julia) 6-0-0 All in favor.

***Motion: Approve the June 15th Standards report (Kelly/Alan) 6-0-0 All in favor.

July 20, 2016: Eli Mazet, Tym Mazet, and Alex Lanham intend to join the committee and attended their first meeting. Kim and Jeff Allen wished to take a break from the committee. A member attended in response to a Notice to Appear and showed his wire-wrapped cabochons, which were approved. Another was approved to sell decals he had made but not to apply them to commercial glassware. A new member attended by speaker phone to explain her artwork in elaborate commercial frames. She was given a one-month exception to sell the work in the frames. A Notice of Concern about stickers using copyrighted commercial images was presented but the artist did make the stickers herself so they

were allowed. Alcohol sales were discussed and further work on the guidelines was put into process. Partnerships were discussed again but no decisions were made.

***Motion: Approve the Standards minutes for July (Julia/Alan) 6-0-0 All in favor.

ESM Street Team: June 30 and July 28, 2016: People are interested in placing ads in the HM GuideBook but may need help with making the ads. Connecting them with members who do graphics might help. Work continues on finding places to advertise, place rack cards and posters, and seek new opportunities to promote the Market. New vendors are being contacted and welcomed. The airport and Travel Lane County are now featuring our 10-second ad spot. The Street Team may host a Business After Hours event next year in conjunction with the Chamber of Commerce. The Guidebook layout is progressing. There was a work session on July 22nd. Next meeting August 11, 2016.

***Motion: Approve the Street Team minutes (Julia/Eli) 6-0-0 All in favor.

Budget Committee: July 27, 2016: A CD which was maturing was reinvested for a better return. A broad overview of current budgetary status showed that income was \$15,000 ahead of last year at this time, due to several factors. The committee discussed in detail the use of overtime by our managers and noted that most of it is needed to open and close the Holiday Market and the tight time frame makes it unavoidable. In addition, actions of the City and County cause the managers to attend various meetings that sometimes happen outside normal work hours, and their presence is desired and needed. The status as a C-corporation, not a tax-exempt Federal nonprofit, indicates that there is no avoiding the new reform limit. In light of that they restated that they strongly recommended that both salaried managers be paid the current exempt salary amount when the reform law takes effect in December, as has been budgeted for. This will be the most cost-effective course for the Market to take.

Discussion: Some members felt that consulting a professional or limiting overtime are both responsible options to consider. The Budget Committee does not agree, and feels that for the amount of money involved (about \$3500) the other options do not make sense for the organization.

***Motion: Approve the Budget Committee Report (Julia/Kelly) 5-0-1 Motion passed.

Old Business: Leave of Absence

***Motion: Table to next month (Maria/Julia) 6-0-0 All in favor.

Low End Fee Relief: Some feel that the Market equality is what has gotten us so far, and the costs of selling are known, so people don't need a different deal. Others feel that our mission is to keep costs reasonable or we will lose members. We seem to be having fewer 4x4 users now. Most feel that if a member is not selling well, the responsibility is theirs to find a way to succeed. The chart showed that people making just a little are paying a very high percentage, which is like a regressive tax. It would be more fair to raise the percentage than the flat fee. Everyone has had low sales days. A compassionate gesture would be a way to just let people know we care if they have a hard day. A coupon for one fee waiver on a zero day would be a way to show that the compassion is there. Members mentioned other ways, such as paying the person's fee, buying something from them, or just talking to them in

commiseration. Proposing this issue was meant just to put the subject out there for people to think about in case a brilliant solution is found. Restructuring the whole fee structure seems like too big a step to take at this time.

Overtime Reform Law: Discussion has been held already on this issue and most members feel that it has been decided. There is legislation in discussion to set a more graduated level of increases. Some still seek better solutions than just paying a raise, as raises are generally paid for experience or performance. Some feel uncomfortable continuing to discuss this in public session with staff at the table.

Bin: The bin is a method for putting subjects before the Board to think about and bring out when and if the time seems right. Things don't necessarily need to go on the next agenda. Perhaps there could be a slot on the agenda to pull something out of the Bin each time, if there is time and interest.

Currently in the Bin: Overtime Reform, Low End Fee Relief, Closing at 4:00, Agreement to not sell within a block of SM, Consequences for Leaving Early, Courthouse Free Speech Plaza

Contact List: a new one is coming.

Budget Committee Membership: How does one get on the committee? When does it meet? Generally members are appointed at the beginning of the fiscal year. Sometimes they ask, sometimes they are invited. A strong commitment is required and the hope is that the group stays small and members stay on it for a long time as the work is so important and the skills are so specific. There is often an intense period in March and April when a lot of work must be done.

Tym has an interest but has had a hard time finding out when the meetings are coming, so she can plan to attend and see if she wants to join. She is a family member; does that matter? She expects to study the materials for awhile and have a training period. She has budgeted for the family business for many years, and worked for the state as a manager.

***Motion: Add Tym to the Budget Committee (Kelly/Maria) Amended to hold the vote next month after checking that the member/family member eligibility is determined and have a statement of intent and confidentiality from her. 6-0-0 All in favor.

Adjourned at approximately 8:30 pm.