

Attendance: Willa Bauman (Chair), Eli Mazet (Vice-Chair), Maria Moule, Ritta Dreier, Tym Mazet, Paula Marie Gourley, Julia Garretson Excused: Teresa Pitzer, Deb Schussler

Staff: Kirsten Bolton

Recorder: Diane McWhorter

Guests: Giorgi DeCarlo, Craig Butler, Kate Whitehorse

Introductions and Announcements: No announcements. Attendees shared how long they had been members of the Market.

GM's Address: Kirsten welcomed all and reported that HM is halfway over, and that it has been really wonderful. Good reports to share tonight.

Pressing Member Issues: Craig Butler asked about his number one concern, the Searchable Online Artisan Directory. He explained about the ways Trello can help, and asked for a Log-in page to be built asap so that people can begin signing up. The option is built into the Dreamweaver program and would not be difficult. He has many technical details and ideas to share, and feels that all stores are moving in that direction and SM must not be left behind. He believes this will make the biggest difference in people's sales success. Not using our gathering at HM to jump-start the process will result in delays and lost opportunity if the goal is to launch it on Opening Day of 2018. Logging into the Trello interface is easy, and members can get the information from the office or Craig.

Staff is working on a plan in conjunction with the Guidebook and other Marketing efforts and expect to report at the January meeting. Board members supported the project.

Agenda Review: Add Gun Research Report to Old Business.

***Motion: Approve the agenda with amendments (Paula/Julia) 6-0-0

Minutes Approval: Minutes of the November 1st meeting.

***Motion: Approve the minutes (Julia/Paula) 6-0-0

Administrative Report: Kirsten shared the P&L and Financial Statement for October 2017. October income was up over budget, payments are coming in for HM, and administrative expenses were slightly over budget. Net income for the year is still slightly over budget. Holiday Market is running smoothly with a few Notices of Concern. Excessive bleach smells and a neighbor dispute were addressed.

Leaves of Absence: Four requests were addressed and approved for members N. Phuntsok, Tara Hanby, Amanda Ryznar, and Sally Bogardus.

***Motion: Approve Leaves as presented. (Paula/Julia) 6-0-0

***Motion: Approve the Administrative Report (Julia/Paula) 6-0-0

Board Discussion: In answer to a question about how HM is feeling, staff agreed that it is stressful, and that there was a big learning curve, although the set up went well and the staff is functioning as a committed team. Everyone is working together to make a really good market. Extra thanks was given for the handling of the fire alarm situation, which was calm and not panicked. Members agreed that things were going well at HM.

Advertising Update: Jake was not present but sent a written report describing efforts in place for HM, and a plan to create seasonal color palettes for the Park Blocks ads. He is determining the scope of the website directory project, with a report planned for a future Board meeting.

***Motion: Approve the Advertising report (Paula/Tym) 6-0-0

Treasurer's Report: Contained in the Admin report.

Committee and Task Force Reports: Personnel: Willa reported that meetings were held on November 6th, 8th, and 13th to work on Staff evaluations. No motions were made at any of the meetings. An Exec session is planned for this meeting to finish the work with the Board present.

Downtown Developments Task Force: Diane reported that the letter (attached) summarizing the year's efforts will not be handed out to all booths, but rather sent to members of the task force and provided to interested members in person. Attention has shifted from the Park Blocks to HM so the timing doesn't seem right for a lot of discussion about long range plans. There is a lot of information packed into the letter, and not much opportunity at HM to discuss details. The situation keeps changing and email updates are the best way for members to keep up. Latest developments include the City's plans to continue the LQC interventions in 2018 rather than any physical changes to the Park Blocks, and the hiring of a PR firm to shift public perception of downtown. The Land Swap has stalled with the judge again refusing to rule, the City not proposing any further actions, and the County being asked to weigh in by the end of January. It was announced that a building will be built at 8th and E. Park. Interested members are advised to contact Diane at dmcwho@efn.org. She will write an article for the newsletter this week.

Old Business: Retreat: No report, but one is planned for January to make a work plan for 2018.

Gun Research Report: Guns are not allowed inside public buildings such as the library, but it would not be possible to ban them in a public park or on sidewalks. The Market could make a statement that works within our mission, but it will be important to get member involvement before drafting anything. Because the issue is controversial, a statement might not result in enforcement probability. Caution was advised. Placing it on a future agenda would be the first step.

New Business: Downtown Program Fund: The City is offering matching grants to organizations who want to apply to hold events in the targeted open spaces, which include the Park Blocks. Courtney has been asked to serve on the selection committee. Ideas for what to pursue might be an evening summer concert series, a midnight movie or dinner opportunity, or something on Tuesdays when the TM is being held. Any event would need a large number of members supporting it. It would not necessarily be a selling opportunity, as an extension of what we already do would probably not win funding. Anything on Tuesday would be planned by working together with the Farmers to enhance and not interfere with the TM. Things that have worked in 2017 were dance events, and movies. A Friday night event might be interesting to explore, although more work to set up and manage. Craft demonstrations would be

appealing, possibly tied to the “Maker” concept, using our educational resources and mission. The item will be placed on the January agenda.

Eli announced that a video he commissioned is online now to be shared by members.

The fire alarm issue was a sensor malfunction. No actual fire was present, and no real emergency developed. People were evacuated from the Farmer’s Market.

Meeting Evaluation: Appreciated having the time to debrief HM so far, in more detail.

Set January Meeting: In the past a lot of meetings were scheduled on one day, to allow for vacations. January 10th was proposed. Because there were conflicts on that date as well, the HM debrief, Standards Review, and Board Meeting will probably be on separate dates.

***Motion: Adjourn to Exec Session: (Julia/Eli) 6-0-0