

Attendance: Colleen Bauman (Chair), Anna Lawrence, Teresa Pitzer, Jan Bullock, Owen Van Hooser, Sue Hunnel, Deb Huntley, Dennis Westfall, Caroline Dunn, David Hascall

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Guests: Sharon Applebaum, Lynn Brown, Deb Schussler

Introductions and Announcements: As introduction, we all gave our Market affiliations and our years at Market. There will be a fundraiser for Tom and Sue at the Crow Grange on Sat. Jan 11, from 1-5 pm, featuring the Poodle Creek Pickers and a Pie Auction.

Pressing Member Issues: A Market member was not happy with the solution to an overbooking problem on the first Holiday Market weekend. She has had the same space for the last four years, as the Booth Holder of Record does not usually sell the first weekend, and had reserved and paid for the space. When she arrived to set up, the BHR was already in the space. She was given an upgrade to an 8x8 (original space was 6x8) but was not at all happy with the space or the solution. She asked for a guarantee that she could have it next year, and some kind of offertory toward the \$75 fee. It is not possible to guarantee a space for 2015 within our policies, but the option of a refund was discussed.

\*\*\*Motion: Apologize to Sharon for her distress and refund her \$75. (Dennis/Jan) A friendly amendment was accepted to add that this sets no precedent. 9-0-0 All in favor.

Agenda Review and Approval: Add Promotions Club to Old Business.

\*\*\*Motion: Approve as amended (Jan/Sue) 9-0-0 All in favor

Seat New Board Members: Colleen Bauman, Anna Lawrence, and David Hascall were elected to 18-month terms in the December 14, 2013 election.

\*\*\*Motion: Accept new Board members (Jan/Dennis) 9-0-0 All in favor

Election of Officers: Process was to call for nominations for each office, with a second, and then voting was by secret ballot. The offices of Secretary and Treasurer do not have to be filled by Board members. Thanks to all for volunteering.

\*\*\*Chair: Nominate Colleen (Teresa/Jan)

Nominate Anna (Dennis/Deb H.)

Vote was 7-3 for Colleen.

\*\*\*Vice-Chair: Nominate Anna (Teresa/Sue)

Nominate Sue (Anna, no second) Declined

Vote was 9-1 (Write-in for Rumpelstiltskin)

\*\*\*Secretary: Nominate Diane (Teresa/Anna) Vote was 10-0

\*\*\*Treasurer: Nominate Lynn: (Deb/Jan) Vote was 9 for Lynn and one for Mr. Lynn.

Approval of Minutes: Minutes of the December 4, 2013 meeting

\*\*\*Motion: Accept the minutes (Teresa/Jan) 9-0-0 All in favor

Committee Reports: none

Information Booth Task Force Report: Sue gave the report on the task force meetings. Moving the booth was not a favored option after the realization that the plaza activities would be even more intrusive without the barrier of the booth. Ideas are now to enhance and protect the info booth by using signage, placement of recycling bins, and encouraging more nonprofit booths to set up in the area and displace those persons not desired. Some type of permanent kiosk would be great, and that option will continue to be explored. Grants may be available for that type of thing. Food for Lane County, Womenspace, or other social service agencies could use the space adjacent to the Info Booth to their advantage; Market could reach out to more community partners. We could provide a handout to explain our expectations regarding fundraising activities. It is expected that there will be more election-related activities this year. We do presently give at least one space a week to nonprofits, at a location behind the stage, and it is in demand. Beth said that she would love to fix the plaza, but it would be a fulltime job for a year or longer. She can't do any more tasks on Saturday than those she is doing to run our event and meet our primary goals. The Plaza Task Force worked on the space for years and did make progress, but it was mostly temporary progress. The Info Booth Task Force will try to schedule a meeting with County representative Brian Craner in the near future to discuss the options. They will schedule their next meeting when they find out when he is available.

\*\*\*Motion: Accept the Info Booth Task Force report (Jan/Anna) 9-0-0

Administrative Report: We had 592 members at the end of the 2013 season, and now have zero. Beth changed over the files, and went over each vendor account. There are owings and letters have been sent to vendors who owe fees. If members owe more than \$300 and have not made a payment plan with Beth, they lose the right to sell in April. Beth will be reconciling the books and meeting with the budget committee next week.

Holiday Market was exciting. The "Hurricane Hall" ceiling break dumped about a thousand gallons of cold water on several booths before noon on Saturday, Dec. 7. Response from Saturday Market staff and fellow vendors was astounding. No one was injured and no stock completely destroyed, but the hall had to be closed for the weekend and the vendors moved. It was the snow day and many vendors could not get to the Market, so there were some empty spaces and the lobby was used. Beth circled up the vendors and said she would advocate for them with the Fairgrounds, and despite a lukewarm FG response she was able to get a refund of \$2182 off the bill, and partially refunded the inconvenienced members. She will give the money collected in the vendor response fund to Susanne Liberty, who had the greatest losses. The crisis was handled so efficiently that some in the main hall were not even aware

of it, and many people were touched by our community response. Air quality will be an issue in next year's negotiations, as complaints persist.

The bag project worked extremely well and the coupons for a gift certificate drawing were popular too. Shining a light on the first weekend helped make the whole show successful despite the snow.

Deadlines for registration will now be March 1 and August 1 (HM) for simplicity.

Kim reported that she is redesigning our website to make it mobile-phone-friendly, and the online registration will then work better as well. All of our online presences must be updated as technology changes, and Kim will spend the whole month on the task.

A request to discuss posting unapproved draft minutes on the website for more timely reading by interested members was placed on New Business for the next meeting. There was another request to look into making an animated commercial for SM similar to the wonderful HM commercial.

\*\*\*Motion: Accept the Admin report (Teresa/Jan) 9-0-0

#### Old Business:

Promotions Club: Kim has been too busy to arrange a meeting time for this proposed group. She suggested combining it with a series of workshops on social media and online selling. The group could have a regular monthly meeting when experts could present, or discussions could be held, on topics of interest to the group and the membership in general. She would be able to start in April, but her time before then needs to be spent on the usual start-up tasks for our season. In the meantime, all members can help promote Market with positive reviews on the various sites, particularly if there is a negative comment on one, as that can be buried with positive responses.

#### New Business:

Conference calls for meetings: Colleen passed the Chair to Anna in order to engage in the discussion. Many groups use conference calls so that members who can't be present can still participate. There are several methods and some members have experience with these processes. There are things that are difficult, such as not being able to read body language and take the temperature of the meeting, and sometimes jokes and comments don't transmit clearly to all participants. There can be static, dropped connections, and misunderstandings. This could be an option we only use in situations that require it, but it would not necessarily be complicated or expensive to set up. It could be tried out at the committee level. If there is difficulty getting a quorum, this could help (and was in fact used in the past.) Physical presence at the meetings usually does work best and the Board sometimes handles sensitive issues that would be difficult to convey, but for emergencies this could solve problems. The first step would be to assess the costs. Anna passed the Chair back to Colleen at the end of the discussion.

\*\*\*Motion: Continue forward with exploring remote attendance at meetings (Teresa/Jan) 2-5-2 Motion failed.

Ballot Layout: The order of names on the ballot could potentially influence a vote, as some votes might just be cast for the first three. Order is generally alphabetical. All candidates should be on the same page, with the candidate statements on the back, or a separate page. Photos might help, too. Two ballots could be made, with candidates in a different order, though it might be harder to count them. Another idea is to use separate slips for each candidate, and sort them randomly in a voting package. The voting could be spread over two weekends, or at least two days, to get more members to vote, as Saturdays are very busy and some members forget to turn in their ballots. Perhaps a volunteer task could be to pick the ballots up from the booths. This will be put on the agenda for the next meeting as old business.

Meeting Evaluation: Anna felt a bit nervous to be passed the chair with no training, but she enjoyed the meeting. Good focus, no side conversations, good attention to the discussions. Like the table slanted across the room. Extra thanks to Beth for her handling of the Holiday Hall situation. No complaints, great meeting. Gravity seems to be increased. This meeting had one report; next meeting will have reports from many committees, so stay on task. Tickled to be here. Good job with the member issue. Enjoyed Kim's presentation. The chair may rotate so that more people could gain experience. Seating arrangement needs work.

Standards will have the Annual Review next week, on Wed. the 15<sup>th</sup>, at 11:00 am. It is mandatory for Standards members and the Board is encouraged to attend. Each Board member is asked to serve on at least one committee. The HM Evaluation and debrief meeting will conveniently be held just before the Board meets on Jan 29 (4:00 for HM.)

Next Board meeting on January 29, changing the February meeting date to accommodate staff vacations. 5:15

\*\*\*Motion to adjourn (Dennis/Jan) All in favor 7:15 pm.