

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

Staff: Kirsten Bolton, Jake Stroukel, Courtney Kauffman

Guests: Colleen Bauman, David Church, Craig Butler, Jenni Calef

Introductions and Announcements: Intros around the room. One member said thanks for all the paper, which leads to transparency.

General Manager's Address: Kirsten reported that it has been a great and productive month, with a lot of crosstraining and a lot to do at this meeting.

Pressing Member Concerns: Willa outlined the process for giving and hearing concerns.

Paula Gourley inquired about the policies of selling other people's work. Exceptions have been made for situations like the death of a member. Member to member sales are permitted. Exceptions to policies can best be asked for with a letter to the Board.

Eli Mazet brought forward some member concerns: Jugglers on the lawn have been causing member complaints and lawn damage, and people sitting and storing items outside their booths have been brought to his attention. Kirsten suggested that people call the info booth to let her know when things are happening so that she can deal with them on site. She'll post the number in the newsletter again.

Jenni Calef requested a Leave of Absence from the Park Blocks for 2018. Her space can be released for the remainder of 2017 as well. She will still sell at HM.

***Motion: Accept Jenni's request for a Leave of Absence (Teresa/Paula) 6-0-0

***Motion: Accept the LOA request for the remainder of 2017 (Teresa/Paula) 6-0-0

Agenda Review: no changes

***Motion: Approve the agenda (Teresa/Eli) 6-0-0

Approval of Minutes: Board meeting minutes from Sept. 6th, 2017. Corrections: Take out one sentence of the HM report regarding HM minutes (page 6 of the Sept 6th minutes.)

***Motion: Approve the Sept 6th minutes as amended. (Teresa/Eli) 6-0-0

Annual Meeting: Minutes as well as the prepared report can both be posted. Kirsten recommends taking out the financial details if the report is posted on the website. Financial information is open to members but the website is public. A statement can be added saying that financial details can be requested by members through the office. The committee reports could be posted in the tabs under each committee, as well.

***Motion: Accept the minutes of the Annual Meeting and the presentation minus the financials with a statement saying that financials are available to members. (Teresa/Ritta) 6-0-0

Corrections: !Spring's name needs the exclamation point inserted as that is how she spells it (in the attendant's names list of the minutes). Also on page 3, Jaimee's name is misspelled in the HM report.

Administrative Report: Kirsten reported that the P&L for the end of August is included. She bought a separate Quickbooks account for three users for three years for the EIC accounts. She would like to open a separate checking account as well. This will save staff time in posting EIC transactions and gathering data from the SM-EIC books.

***Motion: Authorize the opening of a separate Saturday Market-Eugene In Common account. (Paula/Ritta) 6-0-0

She has purchased 2 TB of back-up drive which will be stored at **idrive.com** in addition to asking all staff to back up their work each week on thumb drives which should be stored at home. All data will now be protected.

Holiday Market prep is organized in a binder for easy accessibility. Permits, contracts, rental items, water delivery, dishwashing, electrician, gas installation, fire permit, and so on have been scheduled or accomplished. She and Willa met with Angela from LCFM. Stage Manager Jim Haggard has been hired.

Economic impact report quotes are attached. It may be more useful to hire a PR firm to help SM navigate the discussions with the city about the site issues. No firm will be hired without Board approval, but a quote and outline of what services might be available will be brought. Presenting our needs and strengths accurately could facilitate discussions. She would find out what was done for the farmers, what their firm could offer, and identify what our issues might be. A task force would likely be formed to meet with them. She asked for a resolution.

Discussion: Lots of economic information could be gathered from our own records and with member surveys, which might meet the need for that kind of info, and it is possible that some will be part of what a PR firm would offer. The City received a great study on the financial impact of nonprofit arts and culture organizations which can provide some general information to guide us as well. Lots of information, such as the size of our staff, our membership businesses, the goods and services we buy and provide, is already available to use to talk about our economic impact. At this point, funds were authorized for the economic impact study, and those same funds could instead be directed to a PR firm, but no decision would be made without Board approval.

***Motion: Authorize researching the expenditure of up to \$7500 for the hiring of a PR firm for SM to develop a meaningful dialogue with the City (Teresa/Tym). Amended to add "researching" and "up to". Motion passed. 4-2(Paula, Maria)-0

The census is expanding to include more information about what types of booths are being rented and how many new members are coming to sell on the Park Blocks.

HM status report: Blocks 3,4 and 5 are sold out. Soon recruitment can begin to fill empty spaces. Chairs will be brought to rent to members who need chairs. A few extra fire extinguishers will be available.

Leaves of Absences: Blacita Telles: Requests LOA from 9-2017 to 4-2018.

***Motion: Accept Blacita's LOA. (Teresa/Paula) 6-0-0

Jeff Wilson: Requests LOA from April 2018-November 2018.

***Motion: Accept Jeff Wilson's LOA (Teresa/Paula) 5-0-1 (Ritta)

Discussion: Most times LOAs are granted when they are the first request. They were intended to serve members with hardships, not to allow them to retain HM when dropping the PB. Part of the structure of HM is deliberately to support people selling on the Park Blocks. Attention needs to be paid to leaves to determine if people are using them to only sell at HM. The application forms may need to be updated to include the work of the last TF.

Sanghee Park: Requests leave from July 2017 to 2018 for medical reasons.

***Motion: Approve this request (Paula/Tym) 6-0-0

Delores Sims: Previously discussed LOA from HM 2017 to April 2018

***Motion: Accept Delores' LOA (Teresa/Tym) 6-0-0

Maria Serrot had several requests concerning her family members and her space. Kirsten will contact her for more information to see what policies apply. Clarification of the policies can be done in the offseason. Exceptions can be made to policies if appropriate.

***Motion: Ask Kirsten to call the person and find out exactly what her sons are going to be doing in the booth with her (Teresa/ no second)

***Motion: Authorize or ask Kirsten to communicate with this member, clarify what the situation is, whether the sons are partners, to satisfy that question, and whether they intend to become members in order to move forward with any plans for that. (Paula/ no second)

***Motion: Accept the Administrative Report (Teresa/ Eli) 6-0-0

___BREAK_____

Advertising Update: Jake reported that full color ads were placed in Eugene Magazine (for HM) and the ODE (targeted at students). RG and Weekly ads will continue to run through the Park Blocks season and into HM. Focuses will be on the last day on the Park Blocks, beginning of HM, and on Market-wide Sale Day on October 14th.

An Entertainment Booker/ Stage Manager, Jimmy Haggard, has been hired. Most of the Park Blocks season is now booked and HM is 65% booked with a mixture of new and seasoned performers. Social

media platforms continue to grow. Members have been responding to the opportunity to have photos taken in the light box. The Holiday Market promotions (poster, etc.) are proceeding. Focus will be on individual pieces and the whole Market story.

Discussion: The sound quality from the stage has improved noticeably, so thanks for the stage manager. The speaker output has been lowered to bring people closer to the stage. HM entertainment schedules may or may not contain traditional school groups who might expect contact rather than knowing they need to contact a new Promotions Manager. The records from last year ought to help identify those groups. An ad thanking our public for supporting our outdoor season would be great. Members expressed appreciation for the Annual Meeting presentation.

***Motion: Accept the Advertising and Promotions report (Paula/Maria) 6-0-0

Treasurer's Report: No formal report. The P&L details should give the information members need.

Committee Reports: Personnel Committee Report: Willa reported on the changes made to the 3-month evaluation forms. The 2014, 2015, and 2016 forms were combined to keep the best features. Only Board members and other volunteers will participate in this evaluation, as they have had the best chance to see the two managers in action. A full evaluation will be done on the regular yearly schedule next August. The committee added a cover letter to help explain the process. She went through the new form highlighting what was added or reworded.

GM form: Section one, Member Information and Education: reworded #3, added #4. Section two, Member and Volunteer Relations: reworded #2, added #5,6,7. Section three, Personnel Management: no changes. Section four: Community Liaison: added 4,5,6,7. Section five, Financial Management, no changes. Section six, Board and Committee Relations: Added 2,3,4.

Discussion: like the format and the 1-10 rating scale. There is a lot of detail but members can evaluate if due diligence has been done.

***Motion: Approve the General Manager form for the 3-month cycle. (Ritta/Eli) 6-0-0

PM form: Section one, Public Relations: added #4, 6, 9. Section two, no changes. Section three, #1 reworded to say "Participates" in all meetings instead of "attends" Removed #3. Section four, Market Operations: added #3, and #4: Supervision of Stage Manager. Section five, Member Support Services (heading added), added #2,3,4,5 (replace missing word), 6. Section six, Community Liaison, added #1 (moved from Section one) and #2.

Discussion: Remove the HM minutes task from the form. (Wording is confusing.) The organizational flow chart shows that the PM supervises the Stage Manager; add that.

***Motion: Accept the 3-month evaluation form with two changes for the Promotions Manager (Teresa/Paula) 6-0-0

The timeline will be to approve at this meeting, hand out to volunteers before Oct. 10th, and hand in filled out evals by Oct. 24th. Personnel Committee will meet the 26th to compile and review them.

Holiday Market Committee: Paula reported that the group talked about work tasks, the dress-up days (will decide which in two weeks.) and got an update on the Guidebook. Courtney will do an inventory of decorations and provide a purchase plan. New wooden elf signs are not pinned down yet. Product photos at HM may prove to be difficult to site. The online directory is desired but maybe HM isn't the place to take the photos. Discussed recruitment for the openings after the booking process is completed. Courtney will be taking HM minutes. Discussion: There may be space for banners next to the digital sign. Next meeting Oct. 12th, 3 pm.

***Motion: Accept the HM report (Teresa/Ritta) 6-0-0

***Motion: Accept the August 8, 2017 HM minutes (Teresa/Ritta) 6-0-0

Standards Committee: Teresa reported that a candy company was given an exception to assemble custom packages from customer choices. A correction should be made in that a crafter was responding to a Notice to Appear, and brought her product, which satisfied the committee about her member contribution. They found no need to alter the busking policies. Tym and Colleen will become voting members at the next meeting. Diane has retired from doing the minutes for the committee.

***Motion: Approve the Standards report (Ritta/Paula) 6-0-0

Street Team: Kirsten read their report. The guidebooks will soon be printed, with 5000 copies available. They will be distributed at HM as well as the Eugene Hotel, UO EMU, Lane County Visitor Centers, and Downtown Merchants. They discussed creating a resource for members to find supplies and materials related to selling at Market.

Policies Task Force: Colleen reported on the September 25th meeting. The group reviewed drafts of organizational flow charts. They discussed how to find and update policies referred to in minutes but not found, or not updated with the changes discussed. In some cases they will recommend that the Board re-approve. The group decided not to meet again until January, but set the goal to have all policies updated and compiled by March 2018.

Old Business: Reboot the Code of Conduct Task Force: Paula reported on her research of Section 65 of the Oregon Nonprofit Rules for relevant law.

***Motion: Form a small task force (comprised of three members which can be volunteer or appointed depending on our situation) to address policy issues including Code of Conduct . (Paula/Ritta) Amended to include wording within parentheses. 6-0-0

New Business: Searchable Vendor Database: Craig presented his ideas on how the site can be improved. He has spoken to Jake who has the expertise to do the physical structure of the search functions. There must be a prominent link on the home page, and searching must be at the top for ease of use. An input box and a mechanism to drill down through the categories is needed. He showed the Portland Saturday

Market directory which was full of placeholders instead of listed members and their products. Searching the 5000 images necessary has to be instant or customers won't bother using it. The Artful Home directory, in contrast, was easy and productive to use. He suggested that groups of artisans could decide on useful categories for their products, and that a platform like Trello should be used for project management. A template could be constructed to share with OCF or LCFM. Testing must be done before use. Members can be taught to put their own products into the system. The end product could also be used as some kind of archive. Starting now is a problem as HM will take everyone's time. Jake will need a team of members to do tasks and help him with the work, as it is too much for one person. Members will need deadlines and encouragement to participate. First steps are to line out the tasks, and get info from Jake as to what he needs members to do. OCF is working on theirs, so some coordination may be possible. Volunteers who can commit can start thinking about it now.

Weapons Policy: Following a member observation that some people may have guns at the Market, this item was placed on the agenda. While they can't be prohibited if they are legally owned, the Market could take a position and make a statement.

***Motion: Form a task force to discuss weapons at Market (Maria/Paula) 2 (Maria, Paula)-2 (Tym, Teresa)-2 (Ritta, Eli). Willa voted to break the tie, in opposition to the motion for a final tally of 2-3-2. Her reasoning was that there was not sufficient consensus to move forward.

Winter Board Retreat: The Retreat Task Force will meet again to plan. Members include Willa, Diane, Paula and Deb (?).

Meeting Evaluation: Some members had a difficult time handling the large packet; others appreciated it. One asked for more respectful treatment of each other and less hurry. People who don't know what is going on would benefit from coming to meetings to see how things are decided. Some of the family feeling has been lost, and the Board could foster more personal engagement. Personal investment is what makes the experience more valuable. Each person could invite someone to the next meeting. Recording the meetings helps those who can't attend. An amazing amount of material was covered.

Adjourned 8:00 pm