

Saturday Market's Annual Meeting

November 2, 2016

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

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Tym Mazet, Sheila Pointer, Colleen Bauman

Introductions and Announcements: Around the room. The Secretary announced that there will be an election in approximately one month. Three Directors (Kelly, Julia, and Maria) have finished their first terms and may run again. Candidate statements are due November 23<sup>rd</sup>.

This is our 30<sup>th</sup> year of Holiday Market but that kind of confuses our message of SM being almost fifty, so Kim decided not to feature it, preferring the simple message to just come and shop.

Pressing Member Issues: Paula Gourley has requested a second vacation month (it was granted by the GM.)

Agenda Review:

\*\*\*Motion: Accept the agenda (Alex/Paula) 7-1-0

Committees: Food Court Committee: Colleen reported that the job of the committee is to assist staff in making our food court the best in the city. This season's new project, the Featured Local Food Producers Program, was a success with six new products featured this season. Several were completely new members, the recruitment of which was one of the goals of the project, and two were nonprofits that benefitted from the exposure. One was able to be a last-minute substitute for the HM food court. The Committee added new members, many from the younger generation, for a present total of nine. They worked with staff to end the use of liners in the compost buckets, which saved money. They reinstated the mandatory food booth potluck meeting and made a laminate of common rules to be posted in each booth. The next meeting is scheduled for February, with duplication policy on the agenda.

Holiday Market: Alan reported that the committee worked as previous years on the scheduled tasks to get ready for HM. The Elf project was again planned for the first weekend, with the addition of a photo opportunity spot, and more of the free hand-colored ornaments. There will be a new banner on the south side and the surface in the loading zone will be improved. Food for Lane County will have barrels for food collection in the lobby. The committee is looking for new members. The Debrief meeting will take place in early January.

Standards: Paulette reported on the year's activities. Lynn Brown retired but new members joined and the committee continued their work in screening new products and discussing the many issues of crafting work. This is an ongoing project to clarify and define what constitutes hand-crafted for our Market. It is always open to interested members. It was reported that OCF has been studying and using

SM Standards materials for the past two years and is very grateful for all the hard work of the many years of Standards. A question was raised about the requirement for three consecutive meetings for voting membership, which seems inconsistent with other committees. Reasons for it are to prevent members from joining to influence one particular issue and then leaving. It takes time to learn about all the Standards requirements and requires commitment.

Sustainability: Kimberly reported in Willa and Teresa's absence. The Committee works to improve efficiency of the eco-friendly operations of SM. Some that have been identified are encouraging members to bring their own cups for use, and to decrease paper use. More of our business could be switched to digital from paper, such as receipts. A bike valet is also on the list of topics in discussion.

Personnel: Paulette reported that the five members are working on the evaluation forms for the two top positions at present. They track legislation that will affect our employees and our policies, keep abreast of employee situations, and assist staff in employee issues as needed.

Budget: This committee meets mostly in the offseason to prepare the budget for the coming year. They work closely with the GM to track and adjust budgeting details when necessary.

Street Team: Kelly reported on the task force which is focused on marketing the Market. Their big project, the HM Guidebook, is now finished and 5000 copies will be distributed free to the public. There will be an online flipbook version as well. Their next project will be determined in the offseason. The object is to support Kim's efforts and think of fun ways to add promotions to the mix without spending budgeted funds. Ads in the guidebook paid for the printing.

Survey Crew: Kelly reported that the group is exploring better ways to get data for the Market without hiring a professional marketing firm. A members' survey is wrapping up with about 170 responses and will be analyzed in January to see how effective and useful it is, with an eye toward future surveys on different aspects of the SM experience. It was suggested that surveying members who have just joined to see how their first season worked for them, which might aid in retaining them.

Downtown Development Task Force: Diane reported that the Task Force was formed to assist staff in attending meetings and tracking progress of the many aspects in play downtown, as well as to inform the membership about these complex and important developments. There are many meetings to monitor. The City and County governments are working on siting their three buildings as the primary task, which will determine the future of the LCFM and affect SM future as well. In addition the Placemaking process on open space, which will directly affect the Park Blocks, is ongoing and the consultants will report back to the city government in February. We have increased our visibility with the city and county staffs and government officials, and are working with LCFM to fill our mutual needs. No meeting is scheduled due to HM but if there are important developments emails will be sent out. SM is definitely heard as a major stakeholder in the downtown and trust has increased in all directions.

Kareng Fund: Alex reported that the fund has \$27,000 and about \$12,000 of that has been raised in the last year. With a \$5000 donation from the Rex Foundation, \$950 from Art Bingo (including \$150 from the sale of Dana's Cheesecake) and about \$5000 from the basket raffle, the rest has come from the

rounding up donations many members make on their envelopes each week. About \$5000 in grants has been given in 2016. There is also an Amazon Smile program to donate to the KF. Thanks to the Street Team for the ad in the Guidebook, and to Alpenhimmel in Sisters for featuring the KF in one of their events. The Smash will be held December 23<sup>rd</sup> at 9:00 am and the basket raffle will be at noon on the 24<sup>th</sup>. Tickets will be sold from the new kiosk if a space can be found for it.

State of the Market: Kimberly reported that the year has been eventful. The space fees and HM fees were raised to meet the new budget demands for increased wages. There are eleven committees, task forces, and other volunteer efforts that involve many members, with two more (Code of Conduct TF, Leave of Absence TF) in addition to the ones reporting above. We are experiencing a time in which our presence, wisdom and values are relevant as the city and county collaborate to make long-term decisions and have allocated urban renewal funds to improve downtown open spaces including the Park Blocks. Our collective voice, echoing Saturday Market's values, is being heard and we are considered major stakeholders in downtown along with our fellow LCFM vendors. Both of our organizations are united in our desire to remain co-located in our current locations. There is strength in this unified message, while at the same time we respect how each of our organizations has taken different paths and are happy with who we are. In just the last week the Park Blocks has had a focus in the news as increased police presence and concerns for safety in public space have gained more attention, and yet through all of this, we will continue to make a family friendly, safe community event called Saturday Market at this very place. We will continue to be an inspiration for the good that can happen in our public spaces. We are living proof.

We have identified some work to be done beginning in the New Year. Some of these include shining a light on how to prepare to take action when extreme weather is forecast during the Park Blocks season, creating a policy manual that puts all our current policies at the fingertips of membership and staff, and defining duplication policies for members to name a few.

We have 585 market members, 29 more than in 2015, with 364 signed up for HM as compared to 375 last year, but booking is still in progress for opening weekend with 18 spaces left. The rest of the show is booked. This Park Blocks season we started out with a mix of returning and new staff. We have streamlined our operations and will likely have money unspent in wage budget accounts. This HM will be Vi's last show as our Membership Services Coordinator. She has served the Market since 1990. There will never be another Vi. We thank her sincerely for all she has done to keep the ship running smoothly and wish her the very best in her retirement.

These are exciting times, and although there has understandably been some fear from our membership that has come with the uncertainty of how things will shake out when it comes down to locating the City Hall and County Courthouse buildings and the LCFM, the impact on our market, improvements to spaces and changes to streets downtown, I see us at the table, and making plans to make the most of the opportunities when they present themselves. We have visionaries and safe-keepers in our Market. We have critical thinkers, youthful energy, and wise ones among us. We are ready to not just be a part of the changes downtown, but to be leaders in the shaping of our public spaces in particular, and to continue to provide a place for people who make things, to launch and run their businesses.

I am honored to work for Saturday Market, and energized for what we have the ability to do in the near future to improve our Park Blocks home. We are well on the way to making things happen by speaking clearly to local governments now: officials, community members, and partners.

I would like to take a moment now to remember those in our Market family who have passed from this earth this year: Mike Mortemore, Michael Dibitetto, Pam Raynor, Jan Bullock, Yoo Xiong, Alex Ciepilinski, Eagle Park Slim, Buddy Sawyer, and Ong Kar. We have lost a lot this year.

On a brighter note, we welcome into our family with open arms: Amelia Margaret Rose, daughter of Amanda Ryznar and Ed Phillips, and Amelia J. Scott, daughter of Jessica Simmons and granddaughter of the late Dotti Smith. Two new babies. With passion and precision, with creativity and courageous action, we are a beautiful community of people, spreading our art, our values, and our love into the world, at a time when the world can use all the love we've got to give.

Financial Report: Administrative income is up, HM income is up, total SM Income is up, and gross profit is up over last year. Expenses are only slightly increased and net income is up about 28% over this time last year. More revenue has been coming in, primarily due to booth fees. Assets are increased by having more money in savings. Liabilities are about the same as last year but there is a 30% increase in equity. More information will be available in the offseason when most of the expenses are tallied and work can be done on the next year's budget. Our fiscal year does not end until March 31<sup>st</sup> so there will be time to plan to assess needs and spending plans in the offseason.

Replenishing savings has been a goal after several years of spending more than was earned for several years after the financial collapse of 2008. Savings are important for unknowns such as extreme weather events, possible costs related to construction, and emergencies. Someday we may want to own a building or some land.

Awards: The 2016 Volunteer of the Year is Alan Pointer. He has worked quietly and steadily to put in many hours on Standards, Holiday Market, and the Board, as well as the LOA Task Force. He has partnered with the LCFM HM chair. Many thanks to Alan!

A Certificate of Special Appreciation was given to Diane McWhorter for her work on the Downtown Developments Task Force, ensuring Saturday Market a place in history. Thank you Diane!

A Super Special Award was given to the Street Team group who went into action with a lot of energy, creating a welcoming committee for new vendors, and the Guidebook. Members include Heather Robbins-Hinton, Kelly Durian, Melissa Garcia Parry, Cortney Fellet, Sarah O'Grady, and Michael Mann. Congratulations!