

Attendance: Alan Pointer (chair), Eli Mazet, Maria Moule, Paulette Richards, Alex Lanham, Deb Schussler, Celeste Wong, Paula Gourley, Willa Bauman

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Colleen Bauman, Teresa Pitzer, Lynn Brown, Misy Hansen, Julie Stoike, Craig Butler, Casey Allbritten

Announcements: 1. AARP Breakfast, March 2, at Hilton Garden Inn in Springfield, about Oregon Savings Law (retirement savings law in the works). Free with registration. 2. Joanna Milligan's son, Aden, has been in an accident and is in the hospital. Her nephew was killed. A card has been sent, and additional cards may be sent to the office for delivery to their family.

Pressing Member Issues: Julie Stoike spoke about the policy change to no longer process off-site credit card sales in the office. She has used the service for 13 years and particularly at OCF finds that technological issues are complicated and interfere with her ability to serve her customers. The wifi situation in the woods at OCF is inadequate to serve vendor needs. She asked for more information about why the policy was changed. She asked that the Board re-examine the policy and perhaps make an exception for OCF at least. Ideas pitched included using volunteers for part of the process (or in another capacity), raising the fee, or taking a longer time to make the payments if that would be helpful. The matter will be placed on next month's agenda; the Budget Committee will do a cost analysis.

Colleen Bauman asked for an updated, printed contact list now that the Board members have changed.

Agenda Review: Add Executive Session at end.

***Motion: Accept the agenda (Paulette/Paula) 8-0-0 All in favor

Minutes Approval: Meeting of January 6, 2017. Correction: Add Kelly Durian to those excused. [Also correct date-Secretary's edit]

***Motion: Accept the minutes as amended (Paula/Alex) 7-0-1 (Celeste).

Administrative Report: Kimberly reported on: Meeting Highlights: 1-11-17: PPS, City and SM (Kimberly, Alan, Paulette, Kim, Diane). Teleconference with PPS in NYC in preparation for their recommendations. They consulted on PB accessibility and visibility, and creating a third draw on the PB (besides the two markets). To improve the "outer circle" they will recommend that surrounding businesses find ways to open into the PB, and are looking for ways to activate the space. New Board Members Orientation, 1-12-17; Met with Pam McBee to file W-2s, 1-13-17; Met with Angela Norman of LCFM on 1-18-17, for HM debrief, agenda for the quarterly meeting with Chairs, and co-promotion concepts and other details for the PB season. 1099s were completed 1-27-17. Meeting tomorrow 2-2-17 with PPS and the City (Alan, Diane, Kimberly). The City Council will receive a presentation from the PPS on 2-15-17 at noon, with one

last meeting with PPS on 2-14-17 from 2-3:00 pm to which Board members are invited, as well as Kim and Diane.

Vanessa Roy has been hired to be our new Membership Services Coordinator and is training with Vi. The retirement party is not yet scheduled.

Questions were about café seating (any additional would still be the responsibility of business owners under permits written by us within our contract.) Third draw? We would want something that would complement us and not confuse our maker/seller mission. The Vision Board seemed very well-received.

***Motion: Accept the Admin report (Deb/Paulette) 8-0-0 All in favor

Advertising Update: Kim reported that she has gone through every page of our website and other platforms, updating the specifics for the new year. She is preparing to book the entertainers. Internal documents and schedules also need to be updated every year, including the membership renewal postcards. An Opening Day poster could be made if the Street Team will commit to distribution to make it effective.

***Motion: Approve the Advertising update (Deb/Alex) 8-0-0 All in favor.

Members received an updated Preamble to the By Laws, and updated Personnel Policies.

Treasurer's Report: Misy reported that the contract with the City (Eugene in Common) to run its five programs brought in \$5000 more in income than expected, as the food cart program recovered. A contract was signed for the coming year at the higher income amount. (Thanks to Kimberly and Courtney.) Gross profit is looking very good at 7.4% over budget year to date. Payments to Lane Events Center are still being negotiated (pipe and drape details). Net income is up 51.8% over last year at this time, but there are still two months remaining in the fiscal year with expenses still to be posted. The budgeting has been accurate and expenses have been kept low. Purchases are being examined such as canopies, tables and chairs, and other equipment, in the Budget Committee meetings. Savings will be replenished.

***Motion: Accept the Treasurer's report (Eli/Deb) 8-0-0 All in favor.

Committee Reports: Survey Crew: Colleen reported that Survey Monkey did improve the return rate of HM event evaluations. Responses totaled 94 when the paper responses were added to the ones online, and the data was compiled and provided to the HM committee. The Committee analyzed the results of the member survey to see if the questions were useful in collecting the data that was desired. Results of the member survey were sent to the Board and in particular the comments on challenges to the Market should give the Board some topics for further discussion. In general, open-ended questions did not provide useful data. Some data needed further analysis to be useful. Responses showed that people do get information from the newsletter, and also by word-of-mouth, and most have internet access. Many members (82% of respondents) wanted a more comprehensive vendor listing that would include product photos and contact info. Member education drew interest, with a few offers to teach.

Challenges to the market included: set-up and take-down issues, Free Speech Plaza, weather concerns, low income for some, closing time, rule enforcement, and booth allocation timing.

The Crew felt that its task was to determine if Survey Monkey would be a useful tool for our organization and they felt that it was, though it took a lot of volunteer time and not all the data collected was useful. They favored a professional outside firm for a comprehensive customer survey, which would be in a form better utilized to target promotions and learn about our customer demographics. Survey Monkey would still have applications useful to the Market if another task force wants to form to do a specific survey of our members. An annual subscription of \$200-300 would keep the tool available for a member survey in September to provide data for the October Annual Meeting, for example. Sharing results with the public needs some discussion as some data is confidential.

Recommendations: Ask Kim to get three bids for a professional survey, and that up to \$3000 be allocated for it. Purchase a one-year Survey Monkey subscription for in-house use.

The Survey Crew has dissolved their task force at this time. Thanks to all who worked on it.

There are two donated laptops available in the office, with internet access, for member use. There is a kiosk (4x4) available for use as a station to run a survey somewhere on site.

Discussion: Members were interested in knowing more about the fee structure and the feelings of members in 4x4s. Since we use three different programs to record our sales and membership data, it is not a simple matter to break apart the percentage and space fee data. Kimberly will investigate the cost to set up the programs to do that. Staff time in entering data would increase.

***Motion: Accept the report with the recommendations (Deb/Alex) Rescinded

***Motion: Accept the recommendations to be sent to the Budget Committee (Deb/Paulette)
Rescinded

Discussion: More discussion is desired on having a customer survey done. Budget Committee has already included the idea of the Survey Monkey subscription. They could come back with a recommendation about spending the \$3000 for a professional survey when they get to that step in their process. Separating the money line-item from the intent of taking the steps to get the bids would move the process forward.

***Motion: Request that Kim get three bids for a professional survey (Deb/Alex) 8-0-0 All in favor.

***Motion: Recommend the Budget Committee investigate whether there is \$3000 for a professional survey (Deb/Willa) 8-0-0 All in favor.

***Motion: Allocate \$300 to Survey Monkey (Alex/Maria) 8-0-0 All in favor

Eli suggested that groups and sales on the internet are a very viable way for members to make money to supplement their Market day sales.

***Motion: Approve the report (Alex/Maria) 8-0-0 All in favor.

Personnel Committee: Alan reported on the January 3rd and January 25th meetings. In addition, the Personnel Committee met in closed session with the Board on January 31st. Meeting of January 3rd: Personnel Policy language was updated to be in compliance with ACA laws. Changes were discussed and implemented at the January 6th Board meeting when a verbal report was given. Meeting of January 25th: Recommendations were made in response to the compilation of the evaluation forms. A report of the meeting was distributed in error as it included confidential data.

Discussion of Closed Session reporting: Closed session motions must be public, so need to be published. Generally the Board comes out of closed session to make the motions. The minutes do not have to be open to the public but must be kept. The Secretary will research procedures and report back. A report of the closed sessions will be made at the next Board meeting.

As is policy, a Personnel Committee file is held in the office in a locked file cabinet. The Committee can access this file and keep present records in it.

Previous evaluations procedures have been to compile the evaluations in the committee, report to the Board in closed session, work together to draft a letter to the employee, approve it in another closed session of the Board, and then deliver the letter to the employee at a confidential meeting of the Chair and employee. Evaluations are not made public.

The Personnel Committee is still working on this process so a report is not needed at this time.

Street Team: No report; minutes are pending.

Budget Committee: Kimberly gave the report of the January 3rd meeting at the last Board Meeting. Lynn gave a verbal report on the meeting held today. He agreed to do a cost-benefit analysis on the off-site credit card service, but in general credit card processing income is significantly lower. Investments were examined and discussed, and Dru will examine them in more detail. Line Item titles were changed to include Staff Training & Education and Board/Committee (expense) and it was hoped that someone would be interested in a volunteer-facilitation position to set up member workshop/educational opportunities. (Colleen is interested.) A question about changing credit card service providers was answered (Square is not an option for the organization as a whole.) Paula has a curriculum she could share about micro-business education. The Committee looked at insurances, parking, computers (no new ones needed this year), and site expenses. There should still be plenty of security coverage during the Market day even though site expenses have been trimmed. Fairgrounds rent may increase another 3%, and in anticipation of the possibility, it might be wise to pay our deposit on the contract and lock it in earlier than usual. This has been done in the past. Funds would have to come out of Stellar Checking and be replaced later in the season. It looks like Fairgrounds costs will increase regularly, though they sometimes plateau for a year or two. HM membership fees were raised in 2016. Paying LEC rent early would not affect increases in the following year. The increase would still happen, but SM would not pay it this year. In the following year, if they increased again, SM would pay the higher amount then.

***Motion: Accept the Budget report (Eli/Paulette) 8-0-0 All in favor.

***Motion: GM tries to lock in the fee for 2017 (Paulette/Paula) 8-0-0 All in favor.

Standards: Screenings will start March 1st, and will repeat March 15th and March 29th. The full committee meets February 15th at 5:00 pm for the Annual Review of Standards. All members are encouraged to attend; it is mandatory for Standards members.

Old Business: Policies Task Force: Set meeting date. The group will meet Tuesday, February 28th at 2:30 pm. The task is to find the most current versions of policies and compile them in one place so all can access them.

New Business: Low End Fee Relief: Diane showed a chart that lists the three types of booths and what members pay in fees at ten dollar sales increments (up to \$200), plus the percentage of sales those fees represent. She believes that members would feel most comfortable about 20% in fees, rather than the high percentages that low-end sales generate under the present fee structure. Even a compassionate gesture such as a one-time "Get out of Fees Free" card for each member if they have a zero day would be helpful. Any changes must be clear and uncomplicated, and an analysis has to be done to determine budget effects. She asked the Board to direct the Budget Committee and staff to do the analysis to see how restructuring would affect the budget. Kimberly committed to finding out the cost of doing the analysis. If directed, Kimberly would report back to the Board how much it may cost to do an analysis.

Discussion: **Comments are by individuals and don't represent consensus.** Everyone has bad days, and they are part of the learning experience. If it were changed to only the percentage at the low end, with the space fee waived below a certain amount in sales, that would be more fair. The structure is regressive, as was pointed out in letters from members when the fees were changed. The burden falls on the lower earners. Members might be enabled by this to not make changes, when it should be their responsibility to figure out what is keeping their sales low. It is not always the member's fault when their sales are low; there are many reasons. Solutions depend on the intention. Raising sales market-wide would be a better approach to improving the individual member experience. Mentoring would be more helpful for discouraged members. It isn't appropriate to favor newer members or older members. Most people who do outside shows expect fees to be lower than 20% or they won't go back. Our show is entry-level and the fees reflect that. Usage of the 4x4s seemed to decrease in 2016. Not all of them make low sales. The incubator function is essential to our mission and we are risking losing that if people starting out cannot make it work. There's an important balance between that and being a market where businesses have their prime retail locations. Mentorship has been discussed but not put in place, and it needs a person to implement it. Analyze what dropping the space fee back to \$10 and raising the percentage would do. It's too late to change the fee structure this year, and it should be a long and thought-out process, with changes done in the fall for the next year so that everyone would know well in advance. People have calculators on their phones, so it doesn't have to be super-simple. Space fees cover benefits like the umbrella insurance policy, and all of the shared costs that benefit all of us. Change the demographics of the customer base and increase sales for everyone. Help the customers connect with our members. Pay attention to our mission and goals. Shows are not the same as selling

throughout the entire season. Get some data. Change the fee for 4x4s. Forget the whole idea and move on. Fees don't go down, they always go up.

***Motion: Bring back up in three months (Deb/Eli) 4-5-0 Motion failed. The Chair voted to break the tie.

***Motion: Create a task force to look at the fee structure for 4x4s (Maria/Eli)

Discussion: What's the goal for it? If you want to study retention study that. The Task Force would set their own intentions and bring them to the Board.

***Motion: Call the Question (Willa/Alex) 8-0-0

Vote on the motion: 2 (Willa, Maria)-5 (Alex, Eli, Paulette, Paula, Deb)-1 (Celeste) Motion failed.

Lynn expressed the interest of the Budget Committee in looking at a less-regressive fee structure if it is possible to get the data needed. Kimberly will return with a cost estimate for the data collection and they will work together. It was possible to break out the data for food booths separately from crafts, so there may be a way to do it that is reasonable.

Meeting Evaluation: The Personnel minutes with the evaluation numbers should definitely not have been distributed to the members and staff. That was very hurtful and inappropriate. Transparency of the organization does not include personnel information like that. No one wants to criticize volunteers who are trying to do their best, but staff evaluation is private. It isn't even ideal to report there was contention at the meeting, which could lead to rumors and wrong assumptions. The report did not go through staff to be marked "Confidential," and appeared to be the error of the Chair. Staff has not been advised of the process of the evaluations which are stressful for them. This has been an extended process at the wrong time of year, and they were asked to leave the building during the closed meeting to protect the confidentiality that was then breached. Personnel policies are being worked on, and most of the members on the committee are new. More training for Board members would be helpful. A work plan for the year would keep activities on track so they happen at the best times of the year. Get the policies updated and in order. Apologies were tendered around the table. It was a learning experience.

***Motion: Official apology to Kimberly and Kim (Maria/Alex) 8-0-0 All in favor.

Adjourn to Executive Session.