

Attendance: Paulette Richards, Julia Garretson, Alex Lanham, Kelly Durian, Alan Pointer, Maggie Quinlan, Eli Mazet, Willy Gibboney, Maria Moule

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Paula Gourley, Tym Mazet, Colleen Bauman, Teresa Pitzer, Shelia Pointer, Lynn Brown, Robert Parker, Tim Hicks, Anne Fifield, Emily Brown, Warren Clauss, Sadie DiNatale, Corum Ketchum, Andrew Martin

Introductions and Announcements: Intros around the room. Announcements: Sustainability Committee is looking for new members. Holiday Market Committee meets next week, and is also open to new members. Reminder to find a Treasurer.

Pressing Member Issues: Notice of the four members we lost over the winter will be in the newsletter for the second week (wasn't in the first newsletter.) Members expressed that they would have appreciated more notice of the fee increases. A letter from a sanctioned member was read and a request was made to discuss it at the next meeting.

Agenda Review:

***Motion: Accept the agenda (Alex/Julia) All in favor 8-0-0

Approval of Minutes: Meetings of March 2, and March 25, 2016

***Motion: Accept the minutes as presented (Alex/Julia) 7-0-1 (Kelly)

Presentation from Community Planning Workshop: Several people from CPW presented background and analysis of the responses of Saturday Market members to the feasibility study survey for the Year Round Public Market. There were 180 responses and generally there was a high interest level in participation in a permanent facility in downtown. Many of the respondents have products which could be sold year-round and the responses showed that there was some interest in a range of possible arrangements, including consignment and employees as well as the maker/seller arrangement. The highest interest was for selling one or two days, and many respondents preferred that the fee structure remain like the present SM one (flat fee plus percentage) and that management be by Saturday Market. Income seemed to come equally from the Park Blocks and from Holiday Market, and again a wide range of responses was recorded. A full report can be requested from the office.

The next steps include financial modeling to complete the feasibility assessment, and then the development of an action plan. No design or location has been determined, although the present butterfly lot is a favored location from respondents.

Discussion: Members of LCFM and Willamette Food and Farm Coalition were also surveyed and returned 49 responses. Most of the farmers preferred that LCFM manage the building. Other cities and similar concepts were researched, including Olympia, Boulder, Madison and Asheville. Anne spoke for the city

saying that the vision was wide open and it seemed that the project needed both SM and LCFM members to be feasible, with details to be worked out. There were some concerns about the past history of indoor markets, (the first Farmers' Market failed in 1959) and in losing the outdoor event that many consider essential to SM success. The financial realities will be the determining factors, when the costs and fees are determined in the next phases. The City has some money to spend on a building, and has funded the feasibility study along with partners Lane County, EWEB and UO.

Administrative Report: The first Market enjoyed gorgeous weather and great attendance of both members and the public. The Fire Marshal gave an extended inspection with concerns mostly about fire extinguishers and fireproofed fabrics. There were no catastrophes although the new site staff had lots of learning to do. There's no way to practice for the event but their efficiency will improve as they learn.

There are 356 members to date, with 232 selling on Opening Day. There were 12 new members; a few members were not able to get 8x8 spaces, though a few 4x4s were still available.

Meetings with the city are continuing although there has been no movement on the Park Blocks Improvement issue. It sounds like the LCFM may improve the electrical service with the remaining Urban Renewal funds.

The fiscal year ended well in the black and both sets of books were closed. Two letters were received from members regarding the fee increases and their regressive effect on the strolling and 4x4 vendors. The fee increases were not based on square footage but more on the daily shared costs of the event that are spread over all members, which are generally much more than the income received from most strolling or 4x4 sellers. There are 188 8x8 spaces and about 44 4x4 spaces. The Budget Committee expects to have to bring another increase forward sometime in the next few years as the minimum wage rises, and will consider a more progressive increase at that time.

***Motion: Accept the Administrative Report (Alex/Willy) All in favor 8-0-0

Advertising Update: Kim reported that the RG coverage was pretty good, with the details about the two markets accurately reported, although the photos were mostly of the food. Most of the ads are in progress, included KEQB and KMGE radio. The TV ad may work into the budget after all. The opportunity for an airport video ad may take the place of the Bijou ads. Writing reviews for online sites (Google, Yelp, Trip Advisor, etc.) is a good way to promote the Market, so members should feel free to comment on those. Oregon Business magazine will name the top 100 destinations in Oregon and SM should rank highly there with some effort to promote us. For \$30 a month KLCC will run short ads for individual supporters.

EPD has some new personnel and some funding to program and support security at the FSP and SM. They are patrolling at the end of the day to support vendors packing up.

***Motion: Accept the advertising report (Alex/Julia) 7-0-1(Maggie)

Treasurer's Report: Maggie reported that the year-end work was not completely into report form yet but that with the exception of Sustainability most expenses were under budget. There is a need to find

ways to trim the expenses of the sustainability projects, so Kimberly has been working with the committee on that.

***Motion: Accept the Treasurer's Report (Julia/Alex) All in favor 8-0-0.

Committee Reports: Holiday Market: Alan reported on the March 9th meeting. Keeping stock in booths during the week looks impossible due to the increased security costs. The Elf project was discussed. They set their work plan. Attendance was low so they will remind members before the next meeting on April 13th.

***Motion: Accept the Holiday Market report (Maggie/Julia) All in favor 8-0-0

Standards Committee: Teresa reported on the March 16 meeting. Prepackaged caramels, sauce, and herbal remedies were approved, and a distilled vodka product was screened although research is needed on the laws and issues of selling alcohol at SM. There will be a report on that at the next meeting. Antique quilts and tie-dyed sneakers were not approved. It was recommended to the Food Court Committee that participants in the new Local Food Producer's booth be screened in the usual manner before selling, so that when they transition to the craft booths they would not have to undergo screening and possibly lose their momentum. No change was made to the "shooting products" guideline and an insertion was made to the Plants guideline to say: "The Oregon Dept. of Agriculture may require you to have a nursery license if you sell plants. Please go to ODA.gov and research nursery licenses. If you feel you need a nursery license, please make sure the office has a copy."

***Motion: Approve the language for the guidelines (Eli/Alan) 7-0-1(Maria)

Scents was discussed again but it was decided not to ask all the makers of scented products to attend a meeting. A letter was sent to soap makers about lye products and sources. If additional complaints are received about scented products the issue will come up again for discussion and action may be taken at that time. It will appear on the April 20 agenda.

***Motion: Accept the Standards Committee Report (Alex/Kelly) All in favor 8-0-0

Food Court Committee Subcommittee Work Session: Colleen reported on the session of 3-18-16. They will use a loaned 4x6 booth which they will paint and decorate. They're doing outreach for more applicants, so help get the word out to new local food producers.

Street Team Report: Colleen reported on their March 31 meeting. They are looking for Community listings and Air B&Bs to get rack cards or mentions into. People can continue to put up posters, and check in on Trello to let the team know where you put them. The New Members signs were appreciated! Next meeting April 28th 12-1:30 pm.

Old Business: none

New Business: Emerald Media Group Proposal: Kim presented the outline of the proposal which would cost \$2000 and include on-site surveying in May after a vendor survey in April to craft the customer survey.

Discussion: May is not the tourist season, and we'd rather know what happens then. Are they available in the summer? Not much vendor info is needed, but customer head counts and reasons for attending would be useful. Economic impact info is needed, and the city has asked for it, so we need updated hard data. It would also be good to know who isn't coming and why. Board members did support getting data, but suggested getting another bid or two to compare, and putting this on the May agenda.

Budget: The final budget was reviewed by the group in preparation for approval. The fee increases passed on 3-25 were incorporated and do provide a cushion, so the budget is in the black. The assumption in this budget is that the overtime reform measure will pass in July so the increased salaries begin then. Adjustments can be made if that is not the case.

The regularly scheduled raises need to be discussed in a closed session.

***Motion: Move into closed session with the addition of Lynn, Diane and Kimberly. (Alex/) 8-0-0.

After approximately 35 minutes the Board reconvened in open session.

***Motion: Adopt the Budget with the previously voted-on raises (Alex/Julia) 7-0-1 (Eli)

Meeting Evaluation: Concentrate on respectful communication, and listen with appropriately open body language. Imagine that you are looking into a mirror.

Adjourned 8:50pm