

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

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Guests: Deb Schussler, Jan Speulda, Jim Evangelista

Introductions and Announcements: For introductions, we stated our birthplaces. Anna announced that after months of meetings, the County will decide on the future of Mt. Pisgah festivals next Tuesday. The Secretary announced that in approximately a month, elections will be held, and three positions will be open. One additional position will not be filled to conclude the process of eliminating an alternate position. Owen, Caroline and Jan are all eligible to run again, while Deb Huntley will be terming off.

Pressing Member Issues: Sue has noticed a lot more musicians playing inside booths. The loud bucket and amplified guitar music on the south corner of Oak outside the Market is way too loud. Beth asked that people notify her about the music in booths and she will address it immediately.

Agenda Review: Remove Secretary's announcement since she just gave it.

***Motion: Accept agenda (Jan/Teresa) All in favor 8-0-0

Minutes Approval: Minutes of the April 2 meeting.

***Motion: Accept the Board minutes (Teresa/Jan) All in favor 8-0-0

Committee Reports: Holiday Market: Deb Schussler gave the report of the April 9 meeting. The members brainstormed ideas for the stage backdrop; and further research will be done on the costs of possible digital printing of another, or various treatments for the present one. It is in good shape, but the committee wants to unroll it in a big enough space to fully view it. They will work to redesign the evaluation form to get more useful information. Beth plans to rent chairs for the hallway next to Holiday Hall for customer seating, and she will check on possible marks on the walls from the chairs. They discussed the quiet Sunday mornings and suggested that a brunch promotion for the food booths might work. It would also be a good time for groups of seniors or others to attend, and promotions could be sent specifically to them. A new promotional idea was discussed involving hidden tokens that could be kept or redeemed by customers, for discounts or gift certificates, similar to a recent Easter egg promotion done at Oregon Art Supply. Next meeting will be May 14, with officer elections, stage backdrop, evaluation forms, and promotional ideas on the agenda.

***Motion: Accept the HM report (Teresa/Sue) All in favor 8-0-0

Pressing Member Issues: Jim Evangelista of Reality Kitchen brought his handmade pretzels and explained the Reality Kitchen program and goals. He has been approved to sell the pretzels as a pre-packaged food item in a craft booth, including a waiver from the Maker/Seller rule to allow his participants to experience the selling even though some of them cannot do all of the phases of the

production. He requests to be allowed to bring a heater for the pretzels, apply salt or not as the customer prefers, put the pretzel in a bag, and provide small paper cups of cheese sauce or mustard. He has several reasons regarding product quality and customer preference, and he also really values the Market community experience for his workers.

Members discussed at length the differences between pre-packaged foods in craft booths, and the temporary restaurants that are the food booths. History included stories of the days when food booths were next to craft booths on the Butterfly lot, and the associated problems. It is intentional that possibly messy foods not be sold next to crafts. Other members have stopped selling rather than package their products for similar reasons of product quality and customer preference, and other programs such as Network Charter School would be interested in similar opportunities. Temporary restaurants involve licensing, inspections and fees, and for operational reasons we limit the number and locations of those. We generally do not admit food booths who have other restaurant locations, preferring to be a business incubator. Members were encouraged by the food cart option for Kesey Plaza or another location and suggested selling from the cart. The new Community Pavilion project is not really suitable for food. Nonprofits are allowed to sell hand-crafted items as fundraisers but not food. Jim expressed his gratitude for the time and concern the Board was willing to spend considering his ideas, and the Board expressed their support of his program and his goals.

He left and discussion continued after a break. Members felt that changing the rules for one person is not a good idea in general, and that he has a lot of other opportunities open to him. Suggestions that the situation be referred back to Standards were not accepted, as they have already made their recommendation.

***Motion: Allow Reality Kitchen to heat pretzels and sell them as they want to at Saturday Market (Teresa/David) Motion failed, 1-6-1.

***Motion: Allow staff to work with Jim and develop an appropriate setting on the east or west block that abides with the rules of the Farmer's Market or the contract we have with the Food Cart program on Tuesday (David/Owen) 6-0-2 Motion passes.

Beth will investigate siting them on the east Block on Tuesdays, within the Food Cart program, if Jim is interested.

Committee Reports: Standards: Teresa reported on the April 16 meeting. Nine members were screened. There were no pressing issues. Business managers were discussed, and the committee encourages reporting to Beth members who seem to have moved into this category, in which they do not hand-craft their products but supervise the work of employees. It is possible to continue if the member does agree to hand-craft the specific items they bring to Market. The committee expects to work with the OCF as they begin the process of strengthening their craft guidelines and identifying the definitions of hand-crafting in today's marketplace. (Sue and Diane serve on the OCF Craft Committee.) Next meeting May 21, 4:00 pm (approximately). Issues on the agenda include Art Reproductions.

***Motion: Accept the Standards Committee report (Jan/Anna) All in favor 8-0-0

Personnel: Colleen reported on the April 29 work session. The committee has amended and revised sections of the personnel policies to reflect the current situation. Copies with specific changes are available from the office. They will submit the policy for approval at a future Board meeting. Changes include taking out confidential information on salary levels, updating the health insurance policies, changing sick leave to personal leave (disclosure of reasons not required) and other clarifications. Kimberly as assistant to the Manager will now be eligible for 7 days of personal time. They will be revising the evaluation forms for the GM and Promotions Manager as well. They will suggest a change to the membership of the committee to avoid losing all members with Board term changes. A few updates are needed to the job descriptions. Members are encouraged to suggest revisions if they notice parts that need more work. They will meet again May 29.

***Motion: Accept the Personnel Committee report (Teresa/Dennis) All in favor 8-0-0

Administrative Report: Kim presented her 2014 Marketing Plan. It continues our deliberate plan to send the same, consistent message of a family-friendly, fun and colorful hand-crafted market. The plan includes the areas of Advertising, Marketing, and Promotions. Many specifics are included in the report and this is a broad summary. The report included examples of print ads to illustrate how they are tuned to each media. Members interested in seeing the full report may ask the office for a copy.

Advertising: This section includes the budget, how the ad budget is stretched, and the goals of producing regular new print ads, designing a new rack card, and integrating social media fees. The HM season and Park Blocks season have slightly different approaches; the Park Blocks ads emphasizing people and their stories, and the HM focusing more on products with a holiday emphasis. Each print media reaches a different group and ads are designed to appeal to those groups. The Holiday Market plan also includes developing a branded design in response to HM committee feedback.

Marketing: In conjunction with advertising the events, marketing includes communicating the value. Some efforts are spent on developing the skills of the individual members, through workshops on participation in social media, and a goal is to increase the use of social media during the events. Adding followers of the various platforms is a goal, as well as increasing the use of additional platforms. We score highly in responses to our social media uses. A lot of analysis is done to see what is effective and where to concentrate our resources. The monthly e-newsletter is being adjusted to maximize customer usage. Entertainment is scheduled for every time slot, and the Promotions manager is the stage manager as well. Free music draws many to our events, and with the food vouchers donated by our food booths, there is extra participation for the musicians as they get to sample their favorite foods.

Promotion: A lot of loyalty exists for our mature organization. We will continue to support community and build connections through offering space, opportunities for networking and performing, and gift certificates. Website development is a large part of the promotional activity, with a redesign to be mobile-friendly and serve members, prospective members, and customers and tourists. There is a photo gallery with 12,000 photos, with new ones posted each week, as well as short videos. Saturday Market also participates in downtown organizations such as Unique Eugene and networks with many associated businesses. A final goal is to archive and use historical materials, gathered during the office move, in

social media. Suggestions during the discussion include making a collectible poster, figuring out how to direct volunteers to do promotional activities, finding a way to increase the advertising/promotions budget, adding an evaluation level for the goals in the report, and doing cooperative ads with members to support the ad budget. Everyone is encouraged to attend the media marketing workshops.

[Deb Huntley had to leave (7:20).]

Beth reported that we now have 416 members. We have had 5 markets, and booth fees are level with last season. Best sales days are Mother's Day, Graduation, and the first Saturdays in July and August, varying from year to year.

She has been working on the city contract negotiations, getting ready for the extensive annual review with the CPA, getting ready for a liability insurance audit, and meeting with Lane County Environmental Health to promote our Smoke Free Market. We may want to make a strong statement about e-cigarettes. She asked one of the site staff to do a bicycle parking assessment and hopes to anchor some hoops. She has been studying the City Code to see if there are ordinances covering a few of the situations at the FSP that she could request be enforced by the EPD. May is generally a good month to explore the bigger issues but last year we moved the office during May so this year there is a lot more time for this.

She is emphasizing the simple summary of our rules: MAKE, PARK, STAY, PAY. As usual reminders are being printed in the newsletter. The Community Pavilions are booked for the next six weeks. She has sent letters and met with several members regarding their situations.

The Tuesday Market Farmers' Market began yesterday and they are welcoming more craft vendors this season, particularly when there is room at the beginning and end. (May and September, October). LCFM promotions are increasing for the Tuesday Market. The big news from LCFM was the public presentation of the campaign to level the Butterfly lot and the cooperation of the City and County in a possible land swap. This is a shift in relations between the two Markets as well and the quarterly meetings of the Board chairs and Staff have been productive. They are even being receptive of our FSP improvements ideas. Their focus seems to be on the Butterfly project but they are asking a lot of questions about our operation and seem receptive to our ideas. The new County Administrator started yesterday.

***Motion: Accept the Admin Report and Kim's Marketing Report (Teresa/Jan) All in favor 7-0-0.

Old Business: Ballot Layout: Teresa presented the following motions on this subject:

***Motion: Change the December election to be held on Saturday and Sunday. (Teresa/Sue) All in favor, 7-0-0.

***Motion: Put the candidate statements in the order that they are received in the office (Teresa/Anna) All in favor 7-0-0.

***Motion: Separate the candidate statements and ballots into two separate pages (Teresa/Sue) All in favor 7-0-0.

***Motion: Accept the idea of the option of adding a current photo to the candidate statement.
(Jan/Anna) Motion passes, 7-0-0

***Motion: Set a maximum on the length of the candidate statement. (Teresa/Jan) Motion passes 5-2-0

***Motion: Limit the candidate statement to 250 words maximum. (Teresa/Sue)All in favor 7-0-0

Thanks to Teresa for being so organized!

Meeting Evaluation: Good meeting; we did beat a couple of horses; excellent job on the marketing plan; quick; great to take a break; impressed; meeting was long; the break was important; would like to have an open discussion on the butterfly plan; excellent cake; thrilled to have visitors;

Adjourn: 8:00 pm.