

Attendance: Colleen Bauman (Chair), Anna Lawrence, Caroline Dunn, Dennis Westfall, Owen VanHooser, Jan Bullock, Teresa Pitzer, Sue Hunnel, Deb Huntley Excused: Elizabeth Eisenman

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Guests: Deb Schussler, Dru Marchbanks, David Hascall

Introductions and Announcements: Colleen thanked everyone for attending, and for being 24/7 directors working toward the well-being of Market. Jan Bullock sold out! Anna succeeded in her opposition to the Kaleidoscope Festival at Emerald Meadows.

Agenda Review: There was a request for a moment of silence for 9/11 to be held at the end of the meeting. Add Promotions Committee (Kim's Minions) and Public Relations Response to Old Business.

Pressing Member Issues:

1. Service Dogs: there are too many and the designation is too easy to get. (For clarification, there are three kinds of certification for service animals, one which requires training, one physician-certified with less training required, and the third involving the purchase of a blanket and minimal certification.)
2. Smoking: Far too much smoking by customers and attendees. Independent sign actions have worked. It may be a good time to enact a ban.

\*\*\*Motion: Add a Smoking Ban on the Park Blocks to the New Business Agenda. (Sue/Deb H.) All in favor 8-0-0. Discussion: This was discussed by a past Board but not enacted. E-cigs are also appearing, even in booths.

3. Leaving the Blocks: people need to remember to use a buddy system at the end of the day to make sure everyone is safe and secure on the Park Blocks.

Minutes Approval: Meeting of August 7, 2013

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

Committee Reports: Holiday Market: August 14 meeting. Deb reported that the Art Bags project is launched and 46 artists will be picking up their bags. The first weekend will be promoted with display of the bags in Holiday Hall, and two drawings on Sunday. They will be tagged with the HM info and the artist's information. Market members, staff, and employees will not be eligible to enter the drawing. The Unique Eugene coupon will not be a Market dollar, but instead a form to register for the drawing of a \$50 gift certificate drawn each weekend. The committee is considering changes to the poster color scheme and the tag line "Made by Hand, Close to Home," perhaps "Handcrafted Excellence."

\*\*\*Motion: Accept the Holiday Market Committee Report. (Teresa/Jan) All in favor 8-0-0

Standards: Teresa reported on the August 21 meeting. Fifteen products were screened. Some members of the Committee will be taking a studio visit to a jeweler who has agreed to show his process and studio for the committee's information. This will be somewhat of a practice visit to work with the procedure and to learn more about jewelry manufacture and 3-D printing. Members discussed t-shirt printing, learning about the process and the three types of printed garments (Screenprinted, Heat Transfers, and Direct Print, using a commercial inkjet printer). Discussions will continue. 3-D printing is an ongoing concern and will be discussed for some time to come.

\*\*\*Motion: Accept the Standards Committee minutes (Jan/Anna) All in favor, 8-0-0.

Administrative Report: We have 515 members. Holiday Market is nearly booked, with only 7 spaces available for the whole show. The weekends are filled as follows: Block 1, 74%; Block 2, 84%; Block 3, 92%; Block 4, 95%; Block 5, 95%; Block 6, 88%. Vi is booking at 20 points. Outreach will begin to members who have not expressed interest currently but may be interested. The first weekend costs \$100 and could be a great opportunity to someone new to the show or from another location.

Downtown has been a big issue. We are in the center of forces that have nothing to do with us, such as the UO football schedule and the weather, as well as the political actions. Analysis of booth fees showed a .4% decrease (over last year) two weeks ago, and now there is a 2.3% decrease. This can't be attributed to any particular cause, and is very minor. Beth and Colleen met with the Head of Facilities of Eugene, and made a few adjustments to the Blocks such as covers for the catchment basins. Gardens have been cleaned and some decorative elements removed. A porta-potty was used for a week, with payment from the city. Using public property was our choice and although it seems like our livelihood is at risk, fear and instability in our members is our greatest challenge. We all can be good leaders and promote positive actions and attitudes.

The Kareng Fund sent a letter announcing their campaign to help our members work through the application process for the Affordable Care Act. They will be paying for staff time and a secure laptop for member use, and Kimberly and Beth have both been trained in the process. KF will give a short presentation at the Annual Meeting.

There were several member requests for leaves of absence. Beth was grateful for her vacation. The timing was unfortunate, as there was a problem with the Visa machines, but everyone managed.

\*\*\*Motion: Accept the Admin report with all the requests (Teresa/Jan) All in favor 8-0-0.

#### Old Business:

Promotions Committee (Kim's Minions): Kim will set a date for a meeting and email the Board.

Public Relations Response: There is a natural dip in sales at this time of year, so we step up the advertising which is not as needed in midsummer. The headline was as bad as can be imagined. Rather than call more attention to the problem, we will just place the ads a little earlier than usual, with the

same upbeat attractive appearance as always. Beth and Kim ran through the budget to see if extra cash is available, and there is money in the budget to get started. Radio is coming back online more strongly, and there is a TV ad ready to run. Our strategy is "Business as usual." Beth will highlight this in the newsletter so members feel that the issue has been addressed and action has been taken, and their concerns have been heard. If the smoking ban is enacted, we can market that.

Annual Meeting: We will use the adjacent banquet room and have our office fixed up for an open house. The landlord is worried about scratches to the floor in the banquet room, so we will use some rugs. The format can be whatever we choose. Generally committee reports are not done, but it would be a great time to have each committee give a brief summary of what they are doing. State of the Market replaces the Admin report. Kareng Fund can give a short report. Volunteer of the year can be done then or at Holiday Market. Board members will provide finger foods for our guests with plates, cups and napkins provided by Market. The hours will be 5-7 with the meeting beginning at 5:30. Jan will send around an email concerning the potluck items.

Returning to the Market: When members leave, they often come back but may not have maintained their memberships and have lost their points. If they have been gone a year, policy is usually to have them pay the membership for the year and regain their points, as if they had chosen a leave of absence. If they have been gone several or many years, there is not a policy. In the point system, if you have been a member for 20 years, you have 8 membership points, which is the maximum. The daily points revert to 1/10<sup>th</sup> of their value at the end of the year (rounding up) so a returning longterm member gets a slight point advantage for the first few weeks, not having to start at zero. Exit counselling seldom happens with our members, as they rarely announce that they are leaving, but if they do, they can be apprised of our policies. A case by case decision process may serve more people than a hard policy. Some type of lifetime point that is not tied to paying membership fees could be granted to longterm members. We also benefit financially if members know to keep up their membership, even if they are not attending regularly. Members from last year could be contacted before this year is over to apprise them of the LOA policy and encourage them to maintain their memberships.

Information Booth Task Force: Sue will reconvene the Task Force and will report at the November meeting.

New Business: Smoking Ban on the Park Blocks: Past Boards were afraid to lose customers with a no-smoking policy, but society has changed some in regard to tobacco use. Most vendors already think we are a non-smoking area (the Food Court and the lawns are no-smoking zones.) When the new heaters were used in the spring, smokers tended to gather there, perhaps associating them with bars. The butt-bins have moved to the SE corner of the Food Court, and some vendors do go across the street or stand in the street facing their booths to smoke. No one wants to be near a designated smoking area. Security is already trained to ask smokers to smoke elsewhere. Signs can easily be added near or on the dog signs. There is an area across from the East Block (to the South) where people gather to smoke, which has an overhang for weather protection and is a closed business on Saturdays. A vote could be held at the Annual Meeting.

Meeting Evaluation: Beth clarified the promotional ideas and tone from Colleen's concern. Someone read the minutes online and liked it, but complained that the set that was up was rather old (we didn't meet in July). David was asked why he attended the meeting, and he said he was exploring getting involved as a volunteer. A new table is really needed before the next meeting, as there is no room for guests. Beth will buy a table or have one made from the money budgeted for the move.

Agenda Review and Pressing Member Issues should be reversed in order so guests can speak first, and in case they have issues that could be added to the agenda. Add item times back in. Raising hands is working better. The snacks were most welcome (Thanks, Deb S.) Diane forgot to post the agenda in a timely manner, and apologized. Bring a guest to the Annual Meeting!

\*\*\*Motion: Adjourn (Jan/Owen) All in favor. 7:20 pm.