

Saturday Market Annual Meeting

October 2, 2013

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

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Other Participants: Sally and Bill Miller, David and Cathy Lee, Judy Peterson, Angelia Peterson, Ingeborg Krebs, Wolf Krebs, Leslie Newcomer, Paulette Richards, Deb Schussler, Lynn Brown, Mary Flowerday, Bonnie Boone, Heather Storrs, Scott Norris, Daniel Conan Young, Bill Goldsmith, Kelly Durian, Anna Galizia, Ritta Dreier, Maria Moule, Ann Heron, Chris Clark

Introductions and Announcements: Each person in the room gave their name, Market affiliation, or craft.

Bruce Baker, display expert, will be giving a free workshop on October 23 at the downtown LCC center.

Agenda Review and Approval:

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

Minutes Approval: Minutes of the September 11 meeting

***Motion: Accept the Minutes (Teresa/Jan) 7-0-1

Kareng Fund Presentation: Bill Goldsmith, Kareng Fund Board Member, presented a short history and update on the Kareng Fund. It was started ten years ago by Bob and Judy Vanderpool to honor the creative lives of two market members, Karen Buxton and Liza Karen Loube. The Kareng Fund is an emergency relief fund for low-income, self-employed artisans experiencing a career-threatening crisis. With funding from Saturday Market members and patrons, the fund has given about 40 grants, over \$20,000 total. The Annual Pottery Smash and baskets at the Holiday Market fund the Kareng Fund, as well as envelope and other donations. This year has been one of working to gain 501c3 tax-exempt status which is pending, caught in an IRS backlog. The nine-person Board is working on grant criteria, policies and procedures. After wishing to provide insurance solutions for years, the KF Board is presently supporting Saturday Market in assuring that our members will be able to navigate the health insurance changes brought about with the Affordable Care Act, with a grant of \$3000. Thanks to all of the members of the Saturday Market community for the financial and moral support in helping to create the Kareng Fund, and we look forward to maintaining this relationship and continuing to do our work to safeguard and sustain the community artisans.

Committee Presentations: Holiday Market: Deb Schussler, Co-Chair, gave the presentation about the year-round work of the committee, who begin in January with the evaluations, feedback, and complaints. Budget, advertising, promotions, decorations, and putting together

the packets and tip sheets are all part of the committee work. This year in order to shine a light on the first weekend, the Art Bag project will display 46 one-of-a-kind tote bags that will be given away to customers. The Unique Eugene coupon will be for chances to win \$50 gift certificates. About eight of the bags were shown, all amazing. There will be social media coverage, and an entry slip to distribute in November. New members are always welcome on the committee, which meets once a month.

Standards Committee: Lynn Brown, Co-chair, gave the presentation on the hardest working committee at Market. The committee meets twice a month, once before the Board meeting to screen new products, and regularly on the third Wednesday of each month. New members are always welcome but some background is required, so members are not allowed to vote until they have attended three consecutive meetings, and a mandatory standards review meeting is required in January. The three basic standards are:

1. Items must be handmade, or grown or gathered by the market member or a member of their immediate family living in Oregon.
2. The member contribution to a finished product must outweigh the contribution of any commercial components used in the making of that product.
3. The products must meet basic expectations of product life, function, and safety.

There are no other standards. The other details are specific craft guidelines worked out over decades to address interpretations of the standards.

The Standards Committee defines the nature of Saturday Market. Over time the definitions of what Saturday Market is have been challenged by growth and technology, and changes in art processes and materials. Sharing different opinions and divergent ideas and views works over time to find consensus. A group of nine or ten works really well but there have been fifteen and twenty members at times (there are presently ten voting members.) The committee works to protect the craftsperson and the crafts. We are a model for Markets all over the world.

Food Committee: Ritta reported on the small, four person committee, which is always looking for new members, so just show an interest or show up at a meeting if you would like to contribute to their work. The Food Circle operates as a wonderfully cooperative, sharing group who help each other and work together. Menu items and specials are approved by the Food and Standards Committee Chairs through a request form which is reviewed for quality, duplication, and contribution to the overall Food Court presentation. Any issues are settled with the members involved to find a cooperative solution. The banners that were put up this year were partly supported by the Food Committee. The committee keeps an eye on the equipment and operations in the food area throughout the markets and works with site staff to help us all be proud of our home, the Saturday Market.

Sustainability: Teresa, Co-chair, gave the report from the committee, which oversees our commitment to remaining sustainable. The committee has facilitated the implementation of the

sorting of the market waste, and the durable utensils program. The durable forks are owned by Saturday Market and rented to the food booths. The forks are collected in buckets, washed at a local restaurant, and transported to and from the Market site by cart and foot, avoiding the use of fossil fuels, and saving over 81,000 plastic forks per year from the landfill. The waste sorting program sorts the market waste, reducing our garbage to a small dumpster. About 740 pounds of compost is sent to a commercial composter per week. All food vendors sort recyclables as a group and are always being encouraged to use the most sustainable products and processes. Biking to Market and bringing your own mugs and bowls are also encouraged. A bike valet would be welcomed. The Market has won two awards for recycling and sustainability, the Bring ReThink award, and the Alice Soderwall Reuse and Waste Prevention Award from the Association of Oregon Recyclers. The Committee does not meet regularly at this time but please talk to Beth if you are interested in joining their work.

Questions and comments: Do the city bike parking study if they need one. Forty-three years suggests sustainability in itself. How many forks are lost? About 2-3% at HM and maybe 15% on the Park Blocks. The signs and customer notifications are always evolving. Many customers and members donate forks they collect. They cost 19 cents each.

Motion for a Smoke Free Marketplace:

***Motion: Make Saturday Market a Smoke Free Marketplace (Teresa/Anna)

Discussion: E-cigarettes will also be treated as smoking. How will it be enforced? Security and member suggestions will communicate with the public, and new signs will be added. Vendors need a smoking area. This can be a selling point in our advertising. This may scare customers off who enjoy smoking. Smoke gets in clothing items and bothers vendors in their workplace. There will still be smokers walking through just as there are dogs. The patio heaters used in cold weather seem to gather smokers.

Vote on the motion: All in favor 8-0-0. Motion passes.

State of the Market: Beth reviewed the year from the perspective of this point, which is about three-fourths of the year. At the beginning of the season it was evident that small losses had become a trend of a 4% decrease in booth fee income since 2009. Wages have risen with the minimum wage, and costs always increase. The membership fee, season reserve fee, and Holiday Market fees were increased to cover the losses. Efforts were made to fully book the Holiday Market, which has to be booked at 100% to meet its budget. Last year there were 47 open spots on the first weekend, and this year only 11 remain open.

Charts illustrated the booth fee trends tied to weather. Rain decreases our income significantly, as the last two weeks show. Weather has been generally favorable this season. We all know what the economy is doing. Our lives are so tied to what we do, that we are compelled to present ourselves as the top, first class market in the world. We are a destination, active, vibrant, colorful, musical, and has great food. People want a part of us. Most of our challenges

were internal and probably not evident to the public.

Despite the financial shortages the Board committed to cleaning the tents and making sure all of our equipment stays in great shape. The fee increase was eclipsed by a serious injury to the staff, leaving us with a very inexperienced set-up crew for opening day, but no work was missed and the crew has emerged as strong and dependable. Our landlord, with little notice, doubled our office rent, so we moved the office. It took a month and a half to empty the old office of the 20+ years of accumulated junk in the basement. During that time a team met with the LCFM to negotiate the terms of a possible site expansion for the farmers into 8th Street. After weekly meetings no expansion was worked out for this season, though the idea may return next season. A joint Resolution of Support was written supporting the restoration of the Butterfly Parking Lot for use as a public square. Managers and Board Chairs of the two organizations will meet quarterly to promote relations and cooperation between the two markets. Just when we thought things had calmed down, the worst headline possible hit the newspaper. Selling on public property is our essence, and we are very respectful of our space. There is not a cleaner park in our city on Saturdays. We deserve to grieve for that headline. But the difficulties do not equal weakness or instability. We are still really strong. What we have is something very powerful, and those experiences make us strong and connected. In a few weeks we have to pay thousands to the Fairgrounds, but we have that money, and we have the strength that we have put together. The Board tries to honor those who dedicated their lives to this Market, including our aging population. In crisis or in need, come talk to your Board, and know that they will not make policies to benefit the few over the majority. They will be here for you.

We'd like to honor the individuals we have lost: Eliel's daughter Maia, Gil Harrison, John Paul, Tim Walsh, and Barbara Hall, but Jennifer and Chris had their baby Allison, Lara Howe is a grandmother, Dottie and Bob got married, and Pahos and Kaughleen got married, and Max and Julia went to Disneyland. We experience all of this together, and in the public view.

We need everyone to come to Market. Please come. Come to Holiday Market. Our Market is our strength, and this artistry is our saving grace. It's an honor to work together.

Questions and comments: People think we close at the end of September. We can reward each other for coming in the more difficult weather. The bag project is wonderful, it encourages connection. It's a Free Event! We need more signs saying we're open through Nov. 16th. The TV commercials are great. Offer a discount on your postcards if people return them to HM. It is an honor to serve this Market. Stay tuned for more information on the Cover Oregon assistance project, or sign up with Kimberly for an appointment.

Meeting adjourned at 7:10. Thanks to everyone for coming.