

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

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Shelia Pointer, Teresa Pitzer, Paula Gourley, Tym Mazet, Colleen Bauman, Susan Fishel, David Church

Introductions and Announcements: Intros around the room. Thanks to the outgoing Board members Alex, Willy and Maggie (who sends her thanks to all), and also to those running for the open positions: Alex Lanham, Teresa Pitzer, Paula Gourley, and Deb Schussler. The Oregon Prescription Drug Plan is available to members who need it. The chair asked that all Board members be thoughtful and respectful to each other and to be careful about speaking as a Board member. You do not necessarily represent the Board or the members when you share an opinion, so be clear with those hearing it.

Maggie resigned as Treasurer effective June 1, 2016.

Contact Sheet: It would be great to revive this, to make sure everyone can reach each other by phone as well as email. You can let the office know if you don't want your number released to the public.

Pressing Member Issues: Susan Fishel asked that her BHOR status be retained at HM for 2016, despite her being short two points. She has been a member since 1991 and has not asked before.

***Motion: Approve her request (amended to add: for one year) (Alex/Willy) Motion passed 5-0-2

David Church: David asked that his BHOR status be retained at HM for 2016, despite him being short one to three points. He has records to prove that he was a member in 1996 but the computer doesn't go back before 1998.

***Motion: Grant point relief for one year for HM 2016 (Alex/Eli) 6-0-1

Agenda Review: no changes

***Approve the agenda (Julia/Alan) 7-0-0

Approval of Minutes: Meeting of May 4, 2016

***Motion: Accept the minutes as presented (Alex/Alan) 6-0-1(Kelly)

Administrative Report: Kimberly reported that there are 53 new vendors for a current total of 445 members. There were 430 at this time last year. Holiday Market preparations have begun. Letters and phone calls went to members who were close but deficient in points. The date for HM registration process to begin is July 20. She met with Nan Laurence of the City and discussed the city contract, food cart program, the city and county progress on the Urban Renewal District, land swap, Year Round Public Market, and other issues on the city table. The UO project team will meet tomorrow so there will be an

update soon on the feasibility study and the plans of the stakeholders' group. Tuesday Market is up and running. An article from the Register Guard about the land swap was included in the packet. Plans are still up in the air. There is an ongoing opportunity for people to stay involved in monitoring the actions and discussions of the City and County officials.

Discussion showed that some members want a more visible presence at the public meetings, such as the LCFM did at the last one, but there has not been an issue that needed our direct input yet. The Park Blocks Improvements will be part of the Open Space Improvements option of the DTURD if it is passed, and the City Staff suggested that the process would start with gathering community input on those improvements. A Task Force could be formed to begin collecting ideas for improvements we might like and planning for possible options.

Letters from members: A number of requests for HM point relief occur normally each year. Some are simply approved by the GM but several were brought forward this year to keep the Board informed of the process. Notes on each indicated if they had prior requests, and whether or not the GM recommended approval.

***Motion: Approve Judy Hiscocks, April Spehar, and Deb Coddington to be granted point relief for Holiday Market 2016 (Julia/Alex) All in favor 7-0-0

One member, Cassie Vanderburgh, had a request in 2015 as well as this year, so was considered separately. She offered to volunteer some time, so the Board took her up on it.

***Motion: Approve her request with the condition that she come to a Board meeting by Holiday Market (Kelly/Julia) 6-0-1

BHOR status was already granted to Bryon Hummel and Jen Hoover but they were advised they will need adequate points for 2017. A letter from Beth Todd was read regarding a LOA, which was granted.

There were a few members who did not want to request point relief. With the new requirement of attending 12 markets minimum next year, will the number required for BHOR need to be adjusted?

***Motion: Accept the Admin report (Alex/Julia) All in favor 7-0-0

Advertising Update: Kim reported that she attended a Rotary Club meeting and spoke about Saturday Market. There has been a lot of favorable press! Seattle magazine will include SM in an article about food. Eugene Magazine did an article on SM, and although the photo was of LCFM, the article was accurate and well-done. SM was mentioned in a front-page article about Rich Glauber and the Savvy Ducks coupon book showed SM on the cover. The video for the airport is going to be shown for six months beginning in July, and will switch to HM coverage for the last two months. The goal of 1000 Instagram followers was met! There will be extra ads for July and August and posters can be put in a couple of locations where track fans will see them.

***Motion: Accept the advertising report (Alan/Julia) All in favor 7-0-0

Treasurer's Report: Kimberly gave a report in Maggie's absence. Membership income is up from last year, and recovered HM fees are up almost to the budgeted amount. Booth fees are up substantially from last year, bringing up total SM income. Some categories of expenses are higher than last year but mostly from restructuring of categories, more wages for the Managers' Assistant, and the new computer. Some timing of expenses has changed. Expenses are still within budgeted amounts.

***Motion: Accept the Treasurer's Report. (Alex/Willy) All in favor 7-0-0

Committee Reports: Street Team: Kelly reported on two meetings, one that day. There has been some confusion about the Trello platform that the team is using as an organizational tool. The word "Board" used there does not refer to the BOD, but to the format of the page. Members are welcome to review the site and make comments but keep in mind that it is a tool for the group to communicate. At their meeting they discussed media efforts by Kim, opportunities for promotion to bring to Kim's attention, and projects by the Team such as the Poster and new racks for the rack cards. They will put articles in the newsletter every other week. The group reviewed the Marketing plan and discussed strategies for implementing the goals. They may use the SWOT analysis process in their work. Cost estimates and plans for the souvenir booklet are gathering. A chair for the season was elected and procedures were clarified.

Sustainability Committee: Teresa reported on the May 6th meeting, when the group elected co-chairs and costs for the durables and sorting process were discussed. Various strategies for controlling the costs of the program were proposed. Since so many farmers like to use our sorting, it might be possible to ask them to chip in, or perhaps the city might support the effort with a grant. Food vendors may be able to do some preparing of their recycled materials to save staff time. Lids on the fork buckets might reduce the loss. Members can be encouraged to bring reusable cups. A small charge or donation opportunity could be created for members to support the program. Promoting the program to the public might be beneficial.

***Motion: Approve the Sustainability report (Alan/Julia) All in favor 7-0-0

Food Meeting Notes and Laminates: A meeting of all food vendors was held May 10, to review policies and introduce new practices such as the HM charge for gas users. The laminates are to post where the workers can see it, and refers to safety and health procedures as well as rules.

Holiday Market Committee: Alan reported on the May 11th meeting. The committee is looking for new members. There will be a painted elf display for photo opportunities in Holiday Hall. There has been an operational change in the booking process: members will have 48 hours to respond with a booth location choice or one will be selected for them. The application postcard was previewed. A new banner will be placed above the south entrance.

***Motion: Approve the Holiday Market report (Julia/ Kelly) All in favor 7-0-0

Leave of Absence Task Force: Alan reported on the May 17th meeting. A few changes were made in the wording: take out "and their membership fees paid in full" as payment plans are still considered to keep

a member in good standing, and in item C. change the word “worked” to “sold at”. In item A. of the Non Reserved section, insert “as” between “same” and “prior.” In the Sabbatical paragraph, take out “If” at the beginning of the second sentence, and insert “and” after “manager”.

More time was needed to consider the policy as it will affect so many members.

***Motion: Table to the next meeting (Eli/Julia) All in favor 7-0-0

Standards Committee: Teresa reported on the May 17th meeting. Two prepackaged foods were approved. A member with a Notice to Appear did not, so will not be able to sell until he appears. Two other Notices were handled by Kimberly. Books were discussed, both as handcrafted items and as a process of compiling and editing written materials. The discussion of policies for selling alcohol was deferred to a future meeting. Selling foods made in unlicensed kitchens was discussed and a guideline was suggested to strengthen the language in the Prepackaged Foods section. The recommendation was for the language **“Eugene Saturday Market requires that all food products must be made in a fully licensed kitchen, or the member must have a commissary agreement with a commercially licensed kitchen.”**

***Motion: That Saturday Market adopt the policy that any food sold at the Market be made in a licensed kitchen whether required by Oregon Law or not (Alan/ Alex) All in favor 7-0-0

In a discussion of handcrafting, language written for proposed improved Oregon Country Fair crafts policy was shared. The members there defined handcrafted items and manufactured items and elaborated on the language used by SM. There will be an ongoing discussion of this in the Committee when time allows.

***Motion: Approve the Standards Committee report (Julia/Alan) All in favor 7-0-0

Budget Committee: The P&L and budget were compared. No minutes were generated. Budget Committee members are Board-appointed. Some members would like to train others to succeed them before resigning, and have expressed interest in this.

***Motion: Nominate Misy Hansen to be Treasurer pending her acceptance (Julia/ Alex) 7-0-0

Food Court Committee: Colleen reported on the 5-31-16 meeting, for which minutes are pending. The first Local Food Producer finished his first month and felt very supported. He will be looking to share a booth. There are two more scheduled for the coming months. There was a mention of the program in the blog of a local writer, who called it edible art and included SM in the food movement. Two new members have been added to our membership.

Old Business: Survey: No additional estimates were collected as the concept is still too fluid. Asking for bids has to come after specifics are decided. A Task Force was formed to gather the needed information (Colleen will organize; Kelly, Paula, Maria, and Craig will volunteer.) A collection of ideas around the room yielded: reach different target markets; have leverage by knowing economic impact from a third party assessment; data on fees for grants; know who our customers are; solid demographics about our

guests; number of attendees; who's attending, who's not; community perceptions; give our members information so they know what to expect when joining or making decisions; who is coming and why; internal and external profiles of participants, age groups, etc.; why some people never come; member demographics such as home ownership, what happens with our income.

Board Retreat: Richardson Park would cost \$160 per day. Alice's Wonderland at OCF is free. Preferred dates are September 11th or 25th, Sunday, 11-4. Colleen will check into Alice's availability.

Free Speech Plaza: Some members want to let the City Council know at a public forum how the situation is affecting us. Putting stakeholders together to discuss would be helpful. Sellers there are not homeless people; they seem to be getting much more serious about inventory, spaces, and the selling atmosphere. Kimberly reported that the Downtown Public Safety Manager wants to try to program the space, but isn't getting far within the City bureaucracy, because of the potential of lawsuits on the free speech issues. Officers are not able to safely move anyone off the space for selling. Kimberly is waiting for a meeting with someone at the County who can have some power to do something. While it's frustrating, patience is important. The taxpayers are paying for it, and it's growing. A task force could decide what to do next. The previous one logged incidents, documented how many people were selling, what they were selling, and could then provide data to the city, county and police. That process resulted in the suggestion that a placemaking process would have to take place with all the interested parties.

As it becomes more of an event, there may be leverage treating them like an event producer. It's still an attraction that brings people to our site; not all of it is negative. We don't want bad press by speaking at the public forum before we have any proposed solutions. We don't want bad press coverage at all. This can go back on the agenda for August.

Overtime Reform: The ruling was published to take effect in December. There is time to wait a couple of months to see if BOLI rules on the measure. Legal advice could be helpful. Our nonprofit status is clearly stated in our Articles of Incorporation (nonprofit corporation, 501 (c)6 of the IRS code, mutual benefit corporation in 1992, but not tax-exempt. Has that changed?) Our CPA, Hillary, will be looking at this OTR issue carefully and could help us. This was likely not intended to affect us drastically as we are right on the line as far as income goes, and many businesses are going to restructure to fit into this without suffering losses. Professional advice would be worth the price. Members should make a list of questions in preparation for consulting a professional. Put on agenda for August.

New Business: Low-End Fee Relief: Diane shared a chart of income in sales and the fees paid at sales levels up to \$200 in all three fee categories. Those making less than \$50 in sales generally pay a high percentage in fees, particularly in the 8x8s, and particularly at the sales level of less than \$20. It would make sense philosophically to look carefully at actual sales data to see how many members fall into the lowest categories and to see if the Market can afford to give them some relief. Even one free day or a coupon to use once on a bad sales day might be a boost that could keep someone from quitting the Market. Some discussion was held. Whatever was done would have to be simple and not confusing, and not foster dishonesty or changed expectations that there are costs to each space regardless of sales income. It's still a great opportunity at a low cost, even if most of the low sales go right into fees.

Showing some compassion could go a long way. At minimum any additional fee increases should be looked at in this light. People do value more what they pay for, so letting people off the hook might backfire in lowered regard for the organization's needs. We need to stay an entry-level market to keep new members coming, for our own survival. Some other shows provide fee relief for low sales. A task force would be good. Will be put on a future agenda or the retreat agenda.

Tuesday Market fees went up when the income wasn't needed as costs are minimal and those few vendors who sold there were struggling to have any sales at all. Being there provides a service to SM to promote and share info during the week, and because it is a LCFM event there is no way to increase promotion or support the vendors who are there.

***Motion: Lower Tuesday Market fees back to \$5 plus 10%. (Kelly/Julia) Rescinded.

Discussion: generally issues aren't decided when they are new business, but we don't meet again until August, and the Tuesday Market only goes through October. This would involve only a small amount of money, wouldn't affect the budget, and is supported by the GM. It would make a big difference to the few vendors selling there. Tying it to the strolling vendor fee would make future changes easier, but looking at Tuesday Market on its own might be more useful. Lowering fees might make some people in the 4x4s upset.

***Motion: Put it back on the table and vote. (Eli/Julia) 7-0-0.

***Motion: Lower Tuesday Market fees back to \$5 plus 10%. (Kelly/Julia) 6-0-1 (Alan) Motion passed.

Parking at the end of the day: tabled.

***Motion: Adjourn

Items for the August agenda and/or the retreat: Free Speech Plaza, Overtime Reform, Low-end Fee Relief.