

Attendance: Alan Pointer (Chair), Will Bauman, Celeste Wong, Eli Mazet, Alex Lanham, Paulette Richards, Paula Gourley, Maria Moule

Excused: Deb Schussler

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Colleen Bauman, Sheila Pointer, Casey Allbritten, Lynn Brown, Misy Hansen

Introductions: around the room

Announcements: none

Pressing Member Issues: Several Board members reported receiving emails about the policy requiring attendance at twelve Markets by reserve vendors, apparently all from one member. There was some discussion about how Board members should handle communications from other members, since group email discussions were seen as unofficial meetings. Members writing could be notified that their letters may become public if discussed at a Board meeting, and encouraged to make their concerns public. There's no practical way to tally communications as many are informal.

Agenda Review and Approval: Ending times for items was suggested and many reported that the Parking Lot system had become confusing, especially when printed with the agenda.

***Motion: Accept the agenda (Alex/Paulette) 7-0-0 All in favor

Approval of Minutes:

***Motion: Accept the minutes of the last meeting (Alex/Willa) 7-0-0 All in favor

***Motion: Accept the Executive Session meeting minutes of March 21st (Alex/Willa) 7-0-0 All in favor

Administrative Report: Kimberly reported that there were 234 members selling Opening Day (compared to 232 at this time in 2016) and there are 355 members currently enrolled. Thirty-four new members have joined and 22 of them sold on the first Saturday. The 8x8 spaces ran out at the level of 4 points, leaving 91 on the waiting list for the day (as compared to 79 in 2016.)

End-of-fiscal-year and pre-season preparations were completed with some purchases from the Budget Committee's Wish List (including a new canopy and replacement cover for another, new fences, radios, flags and banners, and tables for the HM Info booth. The year ended well in the black and the budget for 2017-18 will be presented later in the meeting.

No qualified candidates were found for the Site Supervisor position so Kimberly will be the acting supervisor until one is found. She promoted an experienced worker to Crew Leader. Opening Day went well with a few things to improve upon.

Meeting highlights for March: SM/LCFM quarterly meeting (promotions, Tuesday Market, HM debrief, operations concerns); City of Eugene Facilities (Park Blocks prep for Opening Day); EPD (safety and

support topics); City of Eugene Facilities and Cultural and Rec. Services (Park Blocks activation, Kesey Plaza, busking program, Park Blocks host, Sunday Streets/Parade, games and toys); Compost Hauler; Planning and Development (PB activation, Downtown management, City contract, new ideas); City of Eugene Parking, Engineering, LCFM Mgr(Right of Way permits, operations, parking, bike valet, paid parking)

Questions and Feedback: Will a Site Supervisor be hired? Possibly, but the crew is filled and the hope is a supervisor will rise from the crew, or the Crew Leader will suffice to cover the duties.

Will the cleanliness of the tables and chairs be addressed? The Food Court Committee Chairs were frustrated. The tables had not been cleaned at the end of last season and they were not refinished (staff says some were.) The Co-chairs have a plan to increase support and give clear expectations of the improvements needed. The clean canopies and Park Blocks were appreciated.

Charging for parking will not be a popular idea and could hurt customer attendance. The meeting detail was appreciated.

***Motion: Accept the Administrative Report (Alex/Paulette) 7-0-0 All in favor

Advertising Update: Kim reported good coverage of Opening Day, especially from KEZI. The Register Guard did get the difference between the two markets, which is a goal of the advertising co-promoting done with LCFM this year. The “Downtown is...” campaign will feature Kim’s photos throughout the year. There were many new products and the “What’s New Wednesday s” will be revived. Posters are available for distribution.

***Motion: Accept (Alex/Paulette) 7-0-0 All in favor

Treasurer’s Report: Misy reported on the Fiscal Year end on March 31, 2017. The Net Income was \$38,905 compared to \$4802 in 2016. The Budget Committee will explore options for investment and holding options. Last year also showed a positive net income but about \$6600 less than this year. Budgets are drawn conservatively and last year the City Contract was predicted to be less, and wages did not reach the expense levels predicted, which in tandem with the fee increase to cover those expenses resulted in the cash surplus. Lynn added that at least five of the previous seven years ended in a loss with withdrawal from savings, so one goal was to replenish savings.

Members appreciate conservative budgeting. Member and customer services are a high priority for our organization and our member numbers fluctuate with the economy, sometimes shrinking when the economy is good and more outside jobs are available.

***Motion: Accept the Treasurer’s Report (Paulette/Paula) 7-0-0 All in favor

Committee Reports: Food Court Committee: Colleen reported on the March 7th meeting. The Duplication policy was researched and the “Food at Market” document, updated in 2012, was the most recent version found. The Committee **recommended** the following revision to menu addition process:

If a member is told that their item is considered a duplication or there is an issue in regards to a mix and balance of menu items, they can appeal to the Food Court Committee Co-Chairs. If the violation is in regards (to a) maker is the seller type of issue, or a lack of significant contribution, they would appeal to the Standards Committee.

Also recommended: For every new menu addition, once approved, FC members are notified and given 48 hours to respond. If contested, the issue goes back to all four co-chairs. If not resolved, the issue goes to either the Food Court Committee or Standards Committee, depending on what the issue contested is. The FC Committee will review this policy by no later than March 2018.

The Committee will work to encourage partnering between food booths and farmers at LCFM to increase the use of fresh produce in food offerings. The Food Court potluck was scheduled for April 18th. Board members were encouraged to attend.

The Committee will meet less during the busiest parts of the selling season unless issues arise that need attention. They appreciated the new tent for customer seating. They support notification of food booths when members are going to be absent so other members can bring more to fill the customer demand. This worked well on Opening Day. They also discussed concerns around downtown development plans, 2017 promotions, and the increased use of social media. Members will receive information about the Street Team guidebook. The local food producers "Little Blue Booth" will begin again in May.

***Motion: Accept the Food Court Committee report (Paula/Paulette) 7-0-0 All in favor

***Motion: Accept the recommendations as written by the Food Committee (Alex/Willa) 7-0-0

***Motion: Recommendations from committees require a separate Board motion of approval. (Willa/Alex) 7-0-0

Holiday Market Committee: Alan reported that finding new members for the committee is a high priority. A work plan for 2017 was set, based on the plan used last year:

April- opening weekend promotion (elves)- details of promotion

May- election, application, budget

June- work tasks

July- tba, if needed

Aug- signage & banners

Sept- participant recruitment if needed, promotions, ads

Oct- elf coloring party, evaluations

The committee recommended reducing conflict of the HM evaluation process with the Board election process and the Staff Evaluation process.

***Motion: Accept the Holiday Market committee report (Paulette/Celeste) 7-0-0 All in favor

Standards Committee: Paulette gave the report of the March meeting. She made the distinction that motions on members' products are not recommendations that the Board needs to approve. The committee made the following **recommendations:**

1. Members who have been absent from selling at the Market for three consecutive years must re-screen.

The recommendation did not mention attending the orientation. This may not always be needed. Currently the GM makes a recommendation to them if she thinks they would benefit from the orientation.

The Committee did not complete a vote to disallow the sale of alcohol at the Market. Insurance currently does not allow it, so a motion was not needed.

Board discussion: People would benefit from the orientation, which covers more information than what comes with screenings. Most in the room agreed, feeling it was simpler than an evaluation of each member.

Some wanted to keep the alcohol sale opportunity open. If someone wished to sell alcohol, they could do the research and provide the information needed as to how to arrange things on site to satisfy the laws. Laws are different for wine and beer than for distilled spirits. Wineries have sold at the Market and an opportunity is being missed. Other markets allow alcohol sales, so it must not be that complicated. Would our members approve or prefer that we not allow it? Survey Monkey could be used to survey members. Inquiries do come in regularly from those who want to join the Market, particularly in the Local Food Producers program. It may be difficult to tell if the product is really hand-crafted. The words "craft" and "Maker" are widely used these days and are not necessarily the same as hand-crafted.

***Motion: Set up a Task Force to research alcohol sales at Market (Willa/Alex) 4-3 (Alex, Maria, Paulette)-0 Motion passed. Willa agreed to head the Alcohol Sales Policy Task Force. Colleen is interested in serving.

***Motion: Accept recommendation from Standards Committee that members who have been absent for three consecutive years must rescreen and attend an orientation (Alex/Celeste) 7-0-0 All in favor (Amended to add the orientation)

***Motion: Accept the Standards report (Alex/Celeste) 7-0-0

Policies Task Force: Colleen reported that the group met in March and worked on a statement of purpose, which reads: ***To not set policy but to clarify current policies and increase accessibility to these policies to all members, Board, and Staff.*** They plan to meet the 3rd Tuesday of each month at 3:30 pm. Their homework was to review Board minutes and extract current policies and their origins. Formats for the Policies and Procedures Manual were researched, and the group liked including an organizational chart, mission and values statements, and bylaws, as well as a glossary or index. Using Google Docs was suggested. Tasks were assigned. The minutes of the February meeting were also included in the packet although it was reported on at the previous meeting.

Budget Committee: Lynn presented the proposed 2017-18 Budget to the Board and guests. He explained some of the line items and mentioned that purchases were made at the end of the fiscal year from items on the Wish List generated in committees. There was a change in the Fairgrounds rent with an increase in Holiday Hall rent of \$1000. All of the hourly wages included the minimum wage increase of fifty cents per hour as mandated by the state. New software was purchased to update platforms that will no longer be supported by the manufacturers. The Survey Monkey subscription is included, but if a customer survey is purchased it will have to come out of savings.

After the annual audit by our CPA, a balance sheet will be available as well as the financial statement for the past year. As an Oregon nonprofit, we are required to make this financial information available to

any member who requests it. This often happens at an annual meeting with a comprehensive financial report.

***Motion: Accept the Budget (Eli/Alex) 7-0-0 All in favor

Street Team: Kim reported that the Guidebook is nearly finished with a deadline of April 15th to reserve space. They updated their mission: ***Envisioning a successful market community by facilitating membership participation in the creation and implementation of promotional projects.*** The shopping list page will be on matte paper but the rest will be glossy. A history of Saturday Market will be printed on the back page. Ads are due April 30th.

Old Business: Yearly Work Plan: A simplified version of the annual tasks of the organization was printed on the agenda. More items can be added, but having a template of what the essential tasks are and when they are best accomplished will be a guide. It will allow efficient planning and keep the Board on track. It does not include staff tasks, but will help the Board remember its duties and their best timing. A few additions were discussed: Begin staff evaluations in September, have the Evaluation report to the Board by the Personnel Committee in October, and complete the Evaluation process in November by Board approval of a letter to staff.

***Motion: Adopt this as a template and adjust it as needed. (Alex/Eli) 7-0-0

New Business: A grant opportunity from Etsy sent by a member, was reviewed and Paula agreed to take a look at it in her research of grants. Some information about the Kareng Fund was shared. Although it was started by Saturday Market, it is now an independent 501c3. All KF Board members are former SM Board members or market leaders. The mission now includes all low-income self-employed artisans in Oregon. It is still closely linked to Market through the members of its Board (Alex Lanham, Dru Marchbanks, Bill Goldsmith, Phil Dietz, Sue Theolass, Diane McWhorter, Giorgi DeCarlo, Teresa Pitzer, and Julia Garretson.)

Parking Lot: Unless there is a plan to bring the items out of the Lot, it is confusing to have it on the agenda. No one is sure if the issues will be discussed or when. The Chair and the GM were previously in charge of remembering the items that needed addressing and placing them on the agenda as appropriate. Members need to be notified if the items will be discussed so they can attend or give input. Items need to be addressed in a timely manner. The intention was to keep items from disappearing from Board attention but there needs to be a mechanism for pulling them out with advance notice. Use the minutes and agenda to track items. Items in New Business are for discussion only, with a vote the following month when the item is Old Business. Have a biannual review of policies to see what needs to be addressed. Extreme weather could go on the May agenda as summer is approaching. October and November Markets could be addressed in June.

Adjourned 8:23 to Executive Session