

Saturday Market Board Meeting Minutes

November 1, 2017 5:15 pm

Attendance: Willa Bauman, Eli Mazet, Ritta Dreier, Tym Mazet, Paula Marie Gourley, Julia Garretson, Maria Moule Excused: Deb Schussler, Teresa Pitzer

Staff: Kirsten Bolton, Jake Strouckel (left 6:10)

Recorder: Diane McWhorter

Guests: Giorgi DeCarlo, David Church, Alan Pointer, Colleen Bauman

Introductions and Announcements: Intros around the room. The Secretary announced that an election will be held in approximately one month (Dec. 9th and 10th) at which there will be three 18-month positions open. Deb, Paula, and Tym are ending their first terms and are all eligible to run again. As Tym served a 6-month term to end an unfinished term for another member, she may also take a 6-month break and run again for two consecutive terms.

General Manager's Address: Kirsten thanked everyone for coming and reported she is doing a lot of Holiday Market prep; the packet isn't too full this month. Please know you are welcome to help with anything HM that hasn't been brought up.

Pressing Member Concerns: A member suggested to Eli that another station could be set up to process credit cards on the west block perhaps; either a third terminal would need to be purchased or perhaps some type of Square mobile device could be carried by a staff person.

Paula suggested that the members impacted by the deck are feeling consternation with having activity behind them, which is bringing loud children and people on the walls. This may appear on a future agenda. Some extra staff attention to the area might be needed, and photos now would help if the issues are discussed in the winter. Use of the deck space has not been determined except for customer seating.

Agenda Review: Add a very short Exec session at the end of the meeting. Bring Weapons/Safety to Old Business. Add Downtown Discussion to New Business.

***Motion: Approve the agenda with additions and changes (Paula/ Julia) 6-0-0

Minutes Approval: Minutes of October 4, 2017

***Motion: Approve the minutes of the last meeting (Ritta/Paula) 5-0-1 (Julia)

Administrative Report: The Financials for September are attached to the Board packet. Collections for HM in September were a bit low but came in strong in October. Income is slightly up over budget but expenses are too. HM expenses are pacing as budgeted. The spending in general was slightly less than budgeted. Eugene-in-Common has been broken out into a separate Quickbooks account called Personal Services Contract with a new bank account opened as approved at the last meeting. The YTD income has balanced out in October. HM: the final payment has been paid to the LEC. Schedules are locked down, purchases made (lights, decorations, forks). Wooden free-standing Elves have been made and are being painted by volunteers. Extra forks will be brought to cover any shortages from washing them at Davis instead of the FG, which added a little expense for transport. The liability insurance was increased but

will be lowered again after HM. Orientations have been well-attended and the last one is next week. Cancellations have been minimal. New members who haven't attended one were notified. Mandatory staff meeting is Nov. 8th. The HM status report and census are attached. HM will probably be fully booked by the end of the week, with many people booking the first weekend today after the screening. One space is being held out (where TREE would have been) in case of overbooking or other circumstances, and will likely be filled with a craft booth. New members are asking many questions about fire extinguishers and retardant. End of season work will be outlined when things are put away, and again in January after HM is finished. Table refinishing and repair is expected.

***Motion: Accept the Administrative report (Paula/Eli) 6-0-0

Leaves of Absence Requests: (These were discussed later in the meeting but moved here for clarity) There were two requests, one from Jeff and Kim Allen for the Park Blocks 2017 final months, and one from Deb Huntley for HM.

***Motion: Accept their request (Tym/ Paula) 6-0-0

***Motion: Grant request to Deb Huntley (Paula/Ritta) 6-0-0

Advertising Update: Jake reported that ads and promotions are in place for HM, including the RG Gift Guide with its coupon opportunities (people can purchase gift certificates through the paper.) Guidebooks are in distribution, and posters and postcards will be ready at the end of the week for distribution by members and courier service, and by Jake. Courier is limited to close locations so member distribution is still helpful. Let him know where you are putting them for efficiency of efforts. It is a work task to put up posters. Postcards were not mailed this year, but members are welcome to mail them to their own lists and distribute them to customers.

Social media presence continues to grow. (One video got 20K impressions and over 10,000 views. By notifying the Saturday Market Facebook account, you can get wider distribution of your own posts. Tag by putting @eugen Saturdaymarket in your post. There are lots of elves. Posts advertising HM orientations have brought new members to sell. TV and radio ads and interviews will be done. KRVM is now listing SM entertainment along with other music venues.

The Holiday Market website will be promoted next week to keep the emphasis on the remaining outdoor markets. Press releases telling individual stories are in process. The Downtown Merchants publish a map postcard which SM has now paid to co-sponsor so the logo will be included. Jake's been active in the Downtown Merchants group so our presence will increase. Unique Eugene has changed their focus and joined with an international group so it won't be as useful to SM as it had been, and not as effective as the Downtown Merchants for SM purposes. The airport video was not deemed effective for the cost so wasn't continued. Staff is considering a table at Light Up Eugene (on Nov. 17th.) Members who are willing to help promote HM are always encouraged to do so.

***Motion: Accept the Advertising Report (Ritta/Paula) 6-0-0

Treasurer's Report: see the Financial report in the Administrative Report.

Committee and Task Force Reports: Personnel Committee: Willa reported that the Committee met October 26th to review materials from the GM regarding HM Job Duties and Expectations, Food Court Site Duties at both PB and HM, Emergency Plans, Bonus Schedules and one raise. They made two recommendations.

Recommendations: ***Motion: Recommendation to Board: Personnel Committee accepts GM recommendation on bonuses with changes discussed (Deb/Paula) 3-0-0

***Motion: Recommendation to Board: Accept GM's recommendations on raise (Paula/Maria) 3-0-0

The committee met on October 30th to work on the 3-month Manager Evaluation process.

***Motion: Accept the Personnel Committee reports. (Ritta/Eli) 6-0-0

Holiday Market Committee: Paula reported on the 10-12 meeting. Admin reported on details of staffing, permits, and contracts, as well as insurance, forks, and other logistical matters. The Dress-Up Days were finalized.

Nov 18: Fairy/Elf Day Nov 19: Favorite Color Day

Nov 24: Black Tie/Prom Day Nov 25: Cultural Heritage Day Nov 26: Fancy Headwear

Dec 2: Summer of Love Dec 3: Tropics

Dec 9: Cowboys & Pirates Dec 10: Animal Day

Dec 16: Favorite Artist Day Dec 17: Coz Play/Character Day

Dec 22: Solstice Day Dec 23: All that Glitters Dec 24: PJ/Ugly Sweater Day

Elves were made and are being painted. Posters will be distributed and the ornaments are finished. Evaluations will be done near the end as before. Vinyl for the tables will be replaced last year with reuseable covers next year. A request for composting by the food booths was investigated and final arrangements have not been made but it may be possible. No meeting was scheduled for November.

***Motion: Accept the Holiday Market Committee report. (Ritta/Tym) 6-0-0

Standards: Alan reported on the October meeting. Two new members were added. Buskers were taken out of Old Business as no registration system will be recommended. The committee will discuss Who May Sell issues for the next meeting or two, to refine the definition of family members and make more specific guidelines for fairness. The next meeting will be November 29th if necessary, at 3:00 pm. The Committee does not meet in December unless necessary.

***Motion: Approve the Standards Committee report (Ritta/Paula) 6-0-0

Street Team: Kirsten read the report of their last meeting. They held a potluck to celebrate their season's work and thanked the Board for their support. Extra copies of the HM Guidebook were received to cover a printer delay and costs were cut by using a different paper choice. They will resume meeting to work on the Park Blocks season Guidebook in the winter.

Discussion: Saturday Market may want to contribute funds to the Guidebook project so that all pay fairly and have the same opportunity to participate. There was a profit generated which the GM

recommended using to buy extra pages to list all members in a directory. The Street Team will discuss future arrangements at their next meeting.

Old Business: Winter Board Retreat: Ideas for the retreat include skill-building on facilitating and other Board roles, and a yearly work plan. There is a task force, which needs new members. Colleen, Ritta, and Julia volunteered. It will plan for a retreat in late January or early February.

Weapons Safety Policy: Member discussion showed that many were shocked to hear that weapons aren't banned from the Market. The concern is primarily about guns, as knife sales are allowed. The Hult Center has a sign clearly stating that it is a felony to bring one in. The Park Blocks are a City Park. Research can be done about city park rules, and any applicable laws. If a policy can't be written, at least a position can be taken and members informed.

***Motion: Form a small Task Force to look into the issue and report back (Paula/Maria) 2 (Paula, Maria)-2 (Tym, Eli)-2 (Julia, Ritta), with the Chair voting no to break the tie.

Discussion was tabled until more research can be done.

New Business: Treasurer: A mentorship was suggested to fill the Bylaws-required position. Two members could be taught the skills and knowledge needed to serve as the Treasurer. Bill Goldsmith has offered to mentor and Kirsten could also serve in that capacity. Bill could serve until someone is trained. Duties include monitoring the Budget Committee work, giving a monthly report (which can be prepared with staff assistance) and analyzing the monthly financial report. The Budget Committee has at least two members who are serving their last year, so trained members are needed. Tym is willing to be mentored.

***Motion: Enact a mentorship program with Kirsten Bolton and Bill Goldsmith with Tym Mazet as the first volunteer to be mentored. (Julia/Paula) 5-1 (Maria)-0

***Motion: Nominate Tym Mazet as Treasurer (Ritta/Paula) 5-0-1 (Julia)

Downtown Developments: Diane asked for a check-in with the Board on the organizational position regarding the Park Blocks. The position of "Can't Close/Can't Move/ Work Around Us" was decided upon at the mini-retreat but still hasn't been formally communicated to the City. The City Staff will report to the City Council on November 29th at a work session, when they will report on the past summer and plans for the 2018. Reporting to the City Staff or the Council should be done in a strong, decisive manner with a strong backing so there is no ambiguity. A flyer to inform more of the membership could be handed out at the beginning at the Holiday Market.

A campaign of "This is Who We Are" could be very effective but one member doing it alone would not be as powerful as several. Speaking at the public forum opens the issue to the whole city. Strategically it would possibly be better to wait until after the City indicates their plans, but it's past time to try to get a response from them giving us some certainty about our future in the Park Blocks. Members felt more comfortable trying again to get some kind of assurance from the City Manager or Planning Department before going public.

Returning to the letter is an option but no one was designated to do the writing and complete it. Waiting to gather more people to appear, including businesses in the neighborhood, would be the most effective response. The Board members were approving of a campaign, and agreed that the organizational position was clear.

The City manager assured our GM that we would have a seat at the table, and would be able to respond at that time, but SM was at the table with the consultants from PPS and that didn't prevent the closure plans. No City official has yet said the Blocks would not be closed, or to what extent the PPS plan would be followed. The City would appreciate knowing our position, before they enter into contracts, and we don't want to force a confrontation or ultimatum, yet our livelihoods are at risk and that needs to be clear.

The City is engaging a PR firm, which SM was about to do. Our GM could ask for some level of reassurance, at least a year in advance. She has been reassured that nothing will be done before a 12-18 month planning process, but it may be too late then to have the influence we need to have. Path Planning of OCF tries hard to make sure stakeholders are involved in advance of plans, and appreciates clear positions. Letting the City know that we can't financially sustain ourselves through two moves over three years would be helpful. Farmers Market is moving ahead with plans for development of their site, and their goals are different from ours. They can move much more easily than we can, with less financial impact. That information needs to get to the decision-makers.

One strategy will be to pay for the permit at the beginning of the season instead of the end. There would be two elements to any strategy, an official one and a grassroots one. Kirsten could tell the City that the members are getting restless and need certainty. Our next steps can be decided once they give an answer to our question about working in our offseason. We presented that a year ago, to no response. Kirsten told the City Manager that we needed construction to be done in our offseason. All he assured her of is a seat at the table in the design process. She will ask for a written response once more, and if it is not forthcoming, a grassroots campaign can begin.

Perhaps Kirsten can ask Denny Braud what the presentation is going to entail. That may open an opportunity to tell him our position. The Task Force can report at the next meeting with a more detailed report.

Meeting Evaluation: The meeting is running too long, though a lot of stuff was covered. The Board is working together very well.

***Motion: Adjourn. (Julia/Maria) 6-0-0 7:45 pm

