

Attendance: Willa Bauman, Ritta Dreier, Teresa Pitzer, Eli Mazet, Julia Garretson, Maria Moule,
Departing Board Members: Paula Gourley, Deb Schussler, Tym Mazet
Newly-elected Board Members: Giorgi DeCarlo, Kate Whitehorse, [Jaimee Gentile (excused)]

Staff: Kirsten Bolton, Jake Strouckel, JJ Hendrix, Zora Parker, Courtney Kauffman
Recorder: Diane McWhorter

Other Participants: Elise Corin, Frank Gosar, Denise Gosar, Anna Lawrence, Teddy Wheeler, David Church, Jill Krol, Lynn Brown, Ray Smith, Candi Paulus, Colleen Bauman, Bonnie Boone

Introductions and Announcements: Lotte Streisinger's daughters have given Saturday Market some archival material and art.

Paula advised new Board members to be courageous, always support education, focus on handcrafted tradition, ask hard questions, come from love, be honest, expect criticism, be clear about intention in all things, and always take the high road. Deb expressed her thanks. Willa thanked and presented cards to departing Board members.

Changed meeting time: Meetings will begin at 5:30 rather than 5:15.

GM Address: Kirsten thanked everyone for coming, pointed out the packed agenda, and asked people to be observant of the time and keep the agenda moving forward.

Pressing Member Concerns: The rules were read by the Chair.

1. Jill Krol: Brought a product using honey and hemp CBD extract. It is not regulated by the OLCC, but the USDA. She has a partner, is licensed in WA, and has current food handlers and kitchen certifications. There is not an age limit on the product but she is willing to impose one. The honey and hemp isolate are commercially produced. The Standards Committee has researched similar products and will place the question on their agenda for the next meeting.
2. Anna Lawrence brought a concern from four members (herself, Elise Corin, Teddy Wheeler, Paula Gourley) whose booths are adjacent to the new city deck. They have numerous complaints about noise, unsupervised children, people climbing and sitting on the walls, and the ways their spaces and experiences have changed with the addition of the deck. The request is to move to the top of the points list for choosing spaces in the Park Blocks. Discussion showed empathy, some suggestions for fixes, and the concern that all options have not been exhausted before setting a precedent of bypassing the point system. Photos, research with the city for options, and generating multiple ideas were requested for a discussion at the next meeting.

***Motion: Grant the request (Maria/Teresa) 2-4 (Ritta, Tym, Eli, Deb)-2 (Julia, Paula) Motion failed.

***Motion: Call the Question (Ritta/Deb) 7-1-0 Discussion was ended

Leave-of-Absence Requests: Jeff McHarry, Park Blocks 2018

***Motion: Grant the request (Teresa/Tym) 6-0-2 (Eli, Ritta)

Letter from Member: An unsigned letter to the Board about an incident with a busker was summarized; Board members will see a copy once Personnel questions are reviewed by Personnel Committee and Managers. No action is required. Standards Committee will review busking issues.

Agenda Review: “Appoint members to Personnel and Budget” needs to be added after “Officer Elections.” Because so many guests came to speak to the Opening Day question, the item was moved to before the Admin report.

***Motion: Accept the amended agenda (Teresa/Julia) 7-0-1 (Eli)

Seat New Board Members: Jaimee Gentile was seated in absentia.

***Motion: Seat Giorgi, Jaimee and Kate (Deb/Tym) 8-0-0

Election of Officers: Practice has been to nominate from the floor and vote by written, secret ballot on each office in turn. There was some discussion about clarity of policy on chair and presiding chair voting. There was also discussion about the Secretary/ Minutes-taker separation.

Chair: Nominate Willa (Julia): Declined

Nominate Giorgi (Eli) [conditional acceptance on the point of Willa continuing to chair this meeting] 7-0-0

Vice Chair: Nominate Willa (Ritta) 6-0-1

Nominate Ritta (Maria): Declined

Treasurer: Nominate Tym (Giorgi) 7-0-0

Secretary: Nominate Diane (Ritta) 4-3-0

Nominate Paula (Maria)

Nominate Colleen (Teresa) Withdrew

Willa was thanked by several people for her awesome and dedicated service as Chair. She provided inspiration, education, and a lot of hours of work. Eli was also thanked for serving as Vice Chair.

Personnel /Budget Committee Appointments: Personnel has continuing members Eli, Willa, Maria, and Giorgi is automatically Chair. One more member would be helpful.

Nominate: Kate (Eli)

***Motion: Appoint Kate to Personnel (Julia/Teresa) 6-0-1 (secret ballot)

Budget: Current members can be re-appointed without any additions. Lynn plans to stay at least through the budget preparation. Five people seems an ideal number for this committee so new members are not needed at this time.

***Motion: Appoint Dru Marchbanks, Tym Mazet, Maria Moule, Saman Harnsongkram, Lynn Brown, and Misy Hansen. [So moved] (Eli/Kate) 7-0-0

Approval of Minutes: Minutes of December 6, 2017

***Motion: Approve the minutes of the last meeting (Ritta/Julia) 7-0-0

Opening Day 2018: Opening March 31st instead of April 7th would bring PB days to 33, which is a selling opportunity which increases income for members and the organization.

Discussion: Net income in April is generally about \$2000 per Saturday. The census showed that people were turned away in April for the last three years, indicating a full market of over 200 members. As weather is a key determinant in attendance, that is an unknown in either case. Spring Break at UO will be ending April 2nd. Easter is April 1st. Any gains could be balanced by a bad weather day later in the month. Keeping to an established "April through November message" is easier than a stepped-up advertising campaign; the first Saturday in April is our brand. An informal Facebook members page poll showed 43 in favor of April 7th and 21 in favor of March 31st. Farmers' Market would have to tie to us whichever date we chose (they will open in February and March.) Many customers have no idea when we open and close. First weekend sales might be high, but the rest of April can be marginal. Indoor Track and Field events are in April.

The fiscal year ends March 31st, so income and expenses would be split with most expenses landing in March, and is not in the budget, but the income would post mostly in 2018. Budget impact is unknown, but making the budget end in the red would not be ideal. Staff is taking a neutral position, ready to serve either way.

***Motion: Make Opening Day the 7th (Eli/Ritta) 6-0-1(Julia)

Administrative Report: Kirsten reported that Holiday Market was a huge success, with a steep learning curve but staff expects to get better every year. The process of the Park Blocks permit has begun, with a request for a five-year contract. Kirsten met with Sarah-Kate Sharkey, Communications Director, and Jen Bell, from the firm bell + funk, regarding the marketing campaign and city directions. She will attend a Stakeholders Committee meeting on 1-18-18. Other Stakeholders include Chamber of

Commerce, DTE Merchants, DTE Inc., Lane Arts Council, LCFM, Travel Lane County, Tech Association of OR, and the City. She and the Market staff worked on the yearly workplan which will be brought to the next meeting. Budget Committee meets 1-12-18.

The Marketing campaign may include success stories from market members and musicians, to be highlights of the campaign. More clarification of the campaign will come soon. SM would hope to dovetail our own promotions to this campaign and extend its influence beyond to our 50th Anniversary. The Board explored hiring a PR firm but goals may be met at least partially by this city campaign.

The City has indicated that they will do no physical work on the Park Blocks this year, focusing instead on the Riverfront development.

***Motion: Accept the Administrative Report (Ritta/Julia) 7-0-0

Advertising Update: Jake read the report: The Holiday Market season ended with advertising spend on budget, refocusing efforts from legacy media and a surge on social media. In addition to great responses and engagement through the advertisements, our organic social base has grown through Holiday Market. Hundreds of new likes on our social channels throughout Holiday Market, with social ads reaching over 100k people on Facebook alone (a majority of those within a 1 hour drive of Eugene, up the 1-5 corridor to Portland and down to Medford and Ashland.)

PRINT: Print ads were very focused, with a direct message that grew through the market. As weekends went on, space in the Eugene Weekly grew, with imagery direct from the Holiday Market, 91k estimated readers for each weekend (546k across all weekends). We also ran digital ads on eugeneweekly.com for all of December, hitting an estimated 300k readers.

In the Register Guard, we ran ads each weekend of the Holiday Market. These ads have a daily estimated reach of 43k readers. We ran special features for Thanksgiving, Black Friday, Small Business Saturday, and the final weekend of Holiday Market. There were 3 full width ads on the Register Guard weather page (A2), printing on Thanksgiving, December 16th, and December 22nd – the ONLY ad on the page (example below from final weekend). Additional print ads were published in: Oregon Daily Emerald – GameDay publications, Holiday Gift Guide, Final week of Fall Term publication Corvallis Advocate – 12/14 & 12/21 – COLOR Cottage Grove Sentinel – 6 Weeks, starting November 10th, 2017 Roseburg News-Review, Oregon Family Magazine, Eugene Symphony Newsletter, Wow Hall Newsletter, Unique Eugene Coupon Book, Hometown Savvy – Delivered to Eugene/Springfield (62K homes), Roseburg Area (17K homes), and Corvallis area (30K homes)

Our posters were distributed by volunteers and couriers. The courier service was able to get to a wide area of Eugene & Springfield, distribution of 400 posters to the area for a very reasonable cost.

TV: The TV commercial was met with a positive response during Holiday Market, running on KEZI & Comcast Spotlight networks. December numbers are still pending.

RADIO: Radio ads were run on the following local stations: KLCC, KWAX, KRVM, KMGE, KEQB, (Spanish language ad) KKNU

In February, the Saturday Market asset guidelines will be provided to the Board of Directors, with SM18 posters, postcards and the SM18 Guidebook Proof provided for the February board meeting. By early March, those printed assets will be in house and distributed (utilizing volunteers & the courier service). A digital version of the guidebook will be completed in time for the first week on the Park Blocks, with a print version following a few weeks later.

In response to questions, Jake responded that the member database project is in development. He has analyzed the technical aspects, and believes it could be launched in some form before April. Members would manage their own input. Some work may need to be hired out. He would be happy to go over the specs with any interested members. This would need to be a capital improvement project so would need Budget authorization before coming to the Board for approval. The basic database project will not include e-commerce directly, which is much more complex.

Guidebook deadlines for application are 2-15, with 3-1-18 the final deadline. There will be a CANVA workshop on 2-08-18.

***Motion: Accept the Advertising Report (Ritta/Teresa) 7-0-0

Treasurer's Report: Tym reported on the November Financials, comparing budget to actual expenses and income.

- November total income is up 9.2% to budget.
- Administrative Income was down 25.4% to budget
- HM17 Income is up 9.2% to budget.
- SM17 Income is up 23.5% to budget.
- Administrative expenses were 1.8% over budget.
- HM17 expenses were 33.7% over budget.
- SM17 expenses were 9.3% below budget.
- Our Net Income is up 45.1%.

Trends are normal for the transition from Park Blocks to HM and the staff changes and wages involved. The budget divides the amounts into monthly amounts but the fine-tuning can be done to more clearly reflect the real conditions and provide more detailed information. The fiscal year does not end until 3-31-18. Expectation is that the year will end with positive net income.

***Motion: Approve the Treasurer's Report (Teresa/Julia) 7-0-0

Committees and Task Force Reports: Street Team: met Jan 4th no formal report

Holiday Market Committee: Deb reported that the spaces were booked at 97%. The meeting to go over the survey results was lengthy and the results will be discussed again at the next meeting. The questionnaire will be altered for next year. HM, Standards, and Management will work on the buskers issues. Dates were set for a November 17th start, with fourteen selling days, ending with Saturday, Sunday and Monday at the end. Next Meeting Feb. 15th at 5:30 and then a return to the 2nd Wednesday of each month.

***Motion: Accept the Holiday Market report (Eli/Teresa) 7-0-0

Standards Committee: Teresa gave the report of the January 10th meeting. It was the Board-mandated review of Standards and the Guidelines. Jaimee and Teresa will be the co-chairs. Teresa requested a flyer detailing the rules and information regarding leaving early. More members are needed for Standards. It meets every month on the third Wednesday, beginning with the orientation at 3:30, screenings at 4:00, and a meeting at 5:00 pm. Another screening is held on the first Wednesday before the Board meeting. Members must attend three consecutive meetings and a review session before voting.

Old Business: Winter Board Retreat: Task force includes Colleen, Julia, Ritta, and possibly other members who volunteered earlier. Colleen will organize. Now that the transition period is over it is time to look at big-picture issues for the Board and whatever the TF determines would be the best topics to address. They will report at the next meeting.

Downtown Program Fund: Courtney was appointed to the selection committee for the program. Applications are due February 1st. Saturday Market will not apply for a grant this year but will see how the program goes and plan for a possible application in 2019. Members are welcome to apply for projects or groups of their own.

***Motion: Add Exec session to agenda. (Teresa/Kate) 7-0-0

Meeting Evaluation: efficient, great to have guests, went well. Thanks to staff. Try again for bigger meeting room.

Adjourned to Exec Session: 7:45 pm