

Saturday Market Board Meeting Minutes

April 4, 2018

Attendance: Giorgi DeCarlo, Willa Bauman, Teresa Pitzer, Jaimee Gentile, Kate Whitehorse, Maria Moule, Julia Garretson Excused: Ritta Dreier, Eli Mazet

Staff: Kirsten Bolton, Courtney Kauffman

Recorder: Diane McWhorter

Guests: Craig Butler, Colleen Bauman, Gary Becker, Thurman Scheumack, David Church, Lynn Brown

Introductions and Announcements: The Standards Committee really needs new members! The Food Court Committee has reserved the LCC longhouse for April 29th from 12-2pm. Another group might be able to use it that same day by scheduling a meeting before or after theirs.

General Manager's Address: This is the first Board meeting of the 2018-19 fiscal year, so the budget will be reviewed. The final financial wrapup of the 2017-2018 year will be at the May meeting. Everything's looking good for Opening Day!

Pressing Member Concerns: Craig suggested that this would be a good time for a re-branding, before the 50th Anniversary. It could go on the booth number signs on each booth. This could be put on a future agenda. There is a 50th Anniversary Task Force who might consider something of that nature.

Thurman came to inform the Board that two of his long-employed apprentices have left his shop and created their own broom business using designs like his. They have been approved to sell at SM and he is considering legal action. There are only a few makers in the country of these traditional hand-crafted brooms, which are all noticeably different in style. Saturday Market does not enforce copyright law, so there is not much action that can be taken. Members suggested that he make sure he advertises himself as the original broom maker in the area.

Agenda Review: Move the Budget Committee reports to the beginning of Committee Reports. Remove Deck TF report.

***Motion: Approve the agenda as amended (Teresa/Julia) 6-0-0

Minutes Approval: Minutes of March 8, 2018

***Motion: Accept the minutes (Teresa/Willa) 3-0-3 (Kate, Teresa, Julia)

Administrative Report: Park Blocks: The Site Crew will erect the market on Friday 4-6 and security will work 5p-5a to keep everything safe. Site Crew will be available to help members with setup on Opening Day, if needed. City of Eugene: The Downtown Partnership Group met 3-20, and are still crafting a branding statement. SM is prominently displayed on posters which will be put around downtown, listing events for each month. Lane Events Center: the cost increase for HM rental increased 2.3%. HM committee will discuss ways to cover that increase. The Marketing Assistant interviews will begin next week. SM 2018: There will be an interview on KMTR tonight and there was an RG article today. Purchases include new stage tent, fencing, stanchions, recycling lids, signs, new trash bins, and 50 more chairs. The tables were refinished, and the Info booth was inspected and repaired, with an estimated useful life of three more years. The fork washing contract is signed. Fire inspection is scheduled for 4-7 at 9:30 am. Courtney will be morning manager, and Kirsten will work

the afternoon. Jimmy rebuilt the monitor speakers for better sound quality. The 2018-2019 budget is complete. A De-escalation training for staff was held today. The Guidebook is at the printer. The City has agreed to let us use their heaters, to move the tables on the deck, and access other materials in the storage on Saturdays.

***Motion: Accept the Admin Report (Teresa/Julia) 6-0-0

Advertising Report: Kirsten reported on the Social Media statistics which will be tracked every month.

Facebook: 17,127 likes, 16,051 followers

Twitter: 4512 followers

Instagram: 2142 followers

Pinterest: 3601 average monthly visitors

Yelp: 29,075 search result appearances in the past 12 months

Mail Chimp: 2731 subscribers to the monthly newsletter

Trip Advisor: 217 reviews, 4.5 rating

YouTube: 18 subscribers

Flickr: 120 followers

KMTR “Work Watch Wednesday” interview today, also scheduled a 1:30 pm interview on Friday. Opening Day press releases are out. KEZI station IDs are scheduled. All other media is in place with the Opening Day message and will continue with weekly messages. Gift Certificate auction was successful, with all sold. Craig suggested getting our website searchable asap.

***Motion: Approve the Advertising Report (Julia/Jaimee) 6-0-0

Committee and Task Force Reports: Budget Committee: Lynn reported on the two Budget committee meetings. Minutes were approved before reviewing the Budget. March 9: A CD was purchased as mandated by the Board last summer. Raises were discussed and scheduled, as the State has raised the minimum wage beginning in July. March 22: Finalized the 2018-19 budget. Discussed the LEC contract increase, and the City of Eugene Permit Program which SM administers. Kirsten will be negotiating the contract soon. Next meetings will be in June and October.

***Motion: Approve the Budget Committee report for March 9th (Julia/Kate) 6-0-0

***Motion: Approve the Budget Committee minutes for March 22nd (Julia/Jaimee) 6-0-0

Lynn presented the 20-8-19 budget. The format looks different, as it has been done month by month instead of including comparisons to last year (which will show up in the financial statements each month.) The increase in the HM rental fee is due to bringing Holiday Hall up to “rack rate” as it has been rented to us at a decreased rent for many years. This cost will increase every year for five years and will not be profitable at current rental rates for booths. Holiday Market Committee will discuss options.

The net income projected is healthy. Budgets are based on the previous year’s expenses with projections based on expected changes when known. Oversight is constant throughout the year so trends can be caught quickly if changes happen. Most expenses are fixed costs that are known and consistent from year to year.

***Motion: Accept the Budget for 2018-2019 (Teresa/Julia) 6-0-0

Holiday Market Committee: Colleen reported on the March 14th meeting. Co-chairs Paula Gourley and Colleen Bauman were elected and the calendar and meeting schedule were reviewed and adjusted. They discussed committee member recruitment, poster ideas, stock load-out options, and internal protocols. A poster contest will not be held this year as there are too many variables for the time frame. Buskers will be discussed in April and Dress-Up days in August. Next meeting April 11th.

***Motion: Approve the Holiday Market Committee minutes (Julia/Teresa) 6-0-0

Volunteer Workshops 2 & 3: Colleen reported on the two workshops held so far (March 1st and 15th.) Recruitment is a focus and a brochure is in progress. They decided that a working group is the best structure for now, as it doesn't take the commitment of a committee and is more open than a task force. An open house may be scheduled to attract new participants; all of the committees need more members. Extensive notes are available; please request them from the office if interested. Next meeting 4-25, 3:00 pm.

Food Court Committee: Colleen reported on the 3-16 meeting. Colleen and Janet Rosenberg were elected as Co-Chairs. The Mandatory Potluck agenda was discussed and the name changed to Annual Food Court Potluck. The Committee will be reviewing the Carnival Food Policy, improving the recycling stations, and group promotions. Next meeting May 10th. The Potluck will be held April 29th.

***Motion: Accept the Food Court Committee report (Teresa/Julia) 6-0-0

Founder's Day Task Force: Diane reported on the meeting held 3-19. Plans will include displaying a photo of Lotte and some other displays, signage, or banners. Small potted plants will be placed on each table and members encouraged to display flowers to honor Lotte. If a presenter can be found there will be a short stage presentation, highlighting the Calliope Artist Grant that Lotte gave the Market a few years back. The Celebration will be held May 12th which is also Mother's Day weekend. This will be an ongoing opportunity that can be built every year. Suggestions were that a focus be put on the values and legacy given to our organization from Lotte and the early founders and to tie the day with our promotions for the 50th Anniversary and the launch of the Community Deck.

Standards Committee: Teresa reported that there have been three screenings with over 70 new members. One exception was renewed and numerous products were considered and approved by the full Committee. Members researched CBD products and made a recommendation that they not be sold at this time. They also reviewed their Standards Presentation and training materials and updated the language.

Recommendation: Due to discrepancies between State and Federal laws regarding CBD, The Saturday Market will not allow CBD products to be sold.

***Motion: Approve the recommendation from Standards that due to discrepancies between State and Federal laws, The Saturday Market will not allow CBDs to be sold. (Willa/Julia) 5-1 (Julia)-0

***Motion: Approve new Standards Training materials (Willa/Julia) 6-0-0

There are now laminated signs for pipe sellers. Work will be done on a handout for people leaving early. Recruitment of people selling at FSP is ongoing for those who meet our guidelines.

***Motion: Approve the Standards Committee meeting minutes (Julia/Jaimee) 6-0-0

Policies Task Force needs new members.

Vendor Directory Task Force: Craig and Willa outlined their work so far, which has been to set up a test page and method for members to upload their own photos and data. Board members agreed to participate by posting their own photos. The Marketing Assistant can help update content but any engineering will need to be contracted for.

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