

Attendance: Giorgi DeCarlo (Chair), Kate Whitehorse, Teresa Pitzer, Eli Mazet, Jaimee Gentile, Chuck Roehrich, Rachell Coe, Julia Garretson
Excused: Ritta Dreier

Staff: Kirsten Bolton, Courtney Kauffman, Vanessa Roy
Recorder: Diane McWhorter

Guests: Willa Bauman, Tym Mazet, Colleen Bauman, Craig Butler

Introductions and Announcements: Around the room. No announcements.

Board Educational Minute: Reading Financial Statements: Kirsten gave a presentation on how to read and understand the Profit and Loss Statement. The Board reviews these each month to keep track of how well income and expenses are comparing to the predicted budget amounts in each of many line item categories. The most important lines to focus on are total expenses, total incomes, and net income amounts. The report gives a monthly accounting, a comparison to that month's budget, as well as a year-to-date accounting and comparison to budget, and the total budgeted amounts for the fiscal year (which runs April 1 to March 31 for Saturday Market.)

In addition, the Treasurer gives a monthly report with more detail on any variances from the budgeted amounts, which can vary according to the calendar and unanticipated events such as weather or rises in fixed expenses.

Pressing Member Concerns: Member Elizabeth Eisenman asked for a Leave of Absence for the remainder of the 2018 season and Holiday Market. This was her third request in three years. She has used vacation months this season.

***Motion: Approve Elizabeth's Leave of Absence (Teresa/Rachell) 4-0-3. Motion passed.

Member Maria Serrot asked again for some type of relief for her difficulty in selling in her space #131 in hot weather. She asked to move to the space #112 which has been vacated for the rest of the season by a member taking a leave. She would prefer to make a permanent move, so could retain her space and try to move in the lottery next season, or be granted an exception. If the member on leave does not return, the space will go into the lottery selection process after the year's leave is over. There are ten Saturdays remaining in the PB season.

***Motion: Grant her #112 for the rest of the Park Blocks season and she can maintain her reserve of #131. (Eli/Rachell) 4-1-2 Motion passed.

Approval of Agenda: Add Board Self-Evaluation to New Business.

***Motion: Approve the agenda as amended (Julia/Teresa) 7-0-0

Approval of Minutes: Minutes of August 1, 2018

***Motion: Approve the Board minutes (Julia/Rachell) 7-0-0

Volunteer of the Month: Teresa Pitzer received the certificate for August. Congratulations and thanks!

Administrative Report: Kirsten reminded members that the Policies and Procedures Handbook is online at the link:

https://docs.google.com/document/d/1irMYSg3J1IW5sVYqb76zN_7WPhFPCeWys2Yv_maamQM/edit

She is finally a signer on the PAX World Fund account. She added Tym Mazet, Treasurer, to the US Bank Account and removed Willa Bauman (former Chair.)

The new info booth structure is being built. The dumpster we use has been changed from SaniPac to Royal and the schedule, size, and price have changed. She negotiated a rate for the 4 cubic yards used every Saturday. Our office lease was renewed for another five years. BRING recertification is scheduled for Saturday Sept. 22nd on site and the office will also be visited. The challenge for SM is to reduce paper usage.

Kirsten met with City staff in Community Engagement and Public Art to discuss preliminary plans for the 50th Season and Anniversary. Holiday Market posters and postcards are in, and contracts and permits have been completed for HM 2018. Work Task signups are available at the Park Blocks each week and Orientations are scheduled. Two Volunteer Coordinators are being sought to help handle the work tasks. Preparations are about a month ahead of last year, due to the wealth of experience gained in producing HM 2017. The Park Blocks census was attached.

Kirsten requested vacation from January 7-25, 2019. This will mean holding several meetings during the first week of January. Vanessa plans to take time off in February and Courtney in March.

***Motion: Approve Kirsten's time off from January 7th to 25th (Teresa/Julia) 7-0-0

***Motion: Accept the Admin report (Teresa/Kate) 7-0-0

Advertising Update: Vanessa reported that some social media statistics are way up, particularly Pinterest, which may be driven by the HM Gift Guides on the web page. Saturday Market Gift cards will be available and will be advertised in the Guidebooks. Sticker gift tags will also be added to promotional items. Elf submissions are slow but should increase this week. Ornament coloring has gone well but there are still some to do. There will be a new promotion to encourage shoppers during October and November. Customers can post a photo of a purchase on the FB page and be entered to win a \$250 gift certificate. Purchases will be confirmed.

The 50th Season logo was reviewed by the Board. A redesigned basket with realistic flowers and a vintage look will be used as a circular medallion and a more horizontal treatment will be used as a banner. These will only be used through May 9, 2020 and future logo treatments will be decided after the Anniversary.

***Motion: Approve the 50th Season logo (Teresa/ Eli) 7-0-0

***Motion: Approve the Advertising report (Julia/Teresa) 7-0-0

Treasurer's Report: Tym reported on the July financials. Income was up, higher than expected in many categories. Expenses were up somewhat but purchases held to under the budgeted amounts to balance unexpected increases in insurance and software license. Net income was still well over budget year-to-date.

***Motion: Approve the Treasurer's report (Julia/Rachell) 7-0-0

Committee and Task Force Reports: Holiday Market: Colleen reported on the August 8th meeting. There were several new members welcomed. Dress-up Days were delegated to Vanessa and Kate, who will

access past records to decide which ones were successful and why, and decide on this year's schedule. A BHOR request was handled by staff after discussion by the committee.

They refined their Work Plan as follows:

- August – HM poster/GB art ready to print by 8/28, continue ad placement/advertising plan, inventory decorations/determine if we need to purchase anything, dress up days, elf game preparation.
- September – HM applications available to new Members, work task signups, deadline for elf photos 9/15, Kareng Fund distribution of raffle items/callout for raffle items
- October – HM poster distribution (collaboration with Street Team?), elf ornament coloring party, finalize HM survey, finalize elf ornaments.
- November – survey distribution (distribute earlier this year so Members that sell in the first two blocks can participate), add dress up days to survey

They may hold an Elf-making party at MECCA if more are needed. Harvest Dinner has been moved to the Annual Meeting to allow everyone more work time on the Friday set-up day. Snacks may be brought (and some will be provided) in a “Snack Luck” rather than a potluck and members will be asked to help with cleanup so that the Food Court can be cleaned and made ready for the first day. A Chili Cook-Off will be suggested for the Annual Meeting October 28th. A banner in the main room directing customers to LCFM was not approved.

Next meeting September 12th, 3-5 pm. New members are still needed.

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

Street Team: Kirsten reported for the Team on their August 9 meeting and activities. Guidebook distribution is on track, and the HM Guidebook is in production. The “This could be you” easel is functioning as a guidebook distribution point and the MVP brochures will be added to it. Heather held a Canva workshop. They will work in conjunction with the 50th Ann. TF on a book of member stories and photos, and will hold a joint meeting on Sept. 20th, 3:00 pm. Submissions to the book can be sent to 50thanniversary@saturdaymarket.org, which goes to Vanessa. Next meeting Sept. 13th.

***Motion: Approve the Street Team report (Teresa/Kate) 7-0-0

Food Court Committee: Colleen reported on the August 9th meeting. Kirsten will advise food booths of the effects that their payment schedules have on the budget as well as remind them of propane safety rules. There will be a voluntary program to give staff vouchers for food items. The Passport project was put off for more discussion of a possibly more extensive promotion. They discussed having more chairs, and finding ways to lessen the effects of members taking customer chairs into their own booths. The red folding chairs can still be made available. Promoting a Sunday Brunch would be fairly simple, as there are already many offerings in place and more could be added, with the goal of making Sunday mornings at HM a busier time. The TREE will not be selling at HM again, so the space has been released for other uses. No next meeting was set.

***Motion: Approve the Food Court Committee report (Teresa/Julia)

Standards Committee: Teresa gave the report of the Aug. 15th meeting. Several people expressed interest in joining the committee. Bill missed his third meeting but because he has a lot of experience, the Board was asked to give him an exception to the rule of three consecutive meetings before full membership.

***Motion: Accept Bill Goldsmith's exception ((Eli/Julia) 7-0-0

Two Notices of Concern generated a Notice to Appear but the member did not appear, and will not be able to sell until that happens. The Container Candle guideline was changed in June but a sentence was removed to eliminate confusion. The guideline now reads:

“Container candles must only be sold in generic containers and must have a label that the containers (i.e., cups, glasses) are for ‘decorative uses only’. All container candles must contain some element of artistic member contribution eg. Multi-colors, original mixed scents, decoration of candle or container, etc.”

***Motion: Approve the modification to the Container Candle standard (Kate/Rachell) 7-0-0

Family Member and Member Legacy discussion was held again, with the goal of deciding whether a policy should replace our current practice of case-by-case decisions by the GM and/or the Board. Discussion will continue for at least the next two months.

***Motion: Accept the Standards Committee report (Eli/Rachell) 7-0-0

50th Anniversary Task Force: Colleen gave the report of the August 22nd meeting. Several new attendees brought ideas and energy. “Tent Pole” bigger events will include Legacy Music days on April 27, July 27, Sept. 28, and Dec 7th, when performers will be asked back and featured. Possibly some type of All-Star jam will be organized. Several ideas were advanced for contacting the performers. The Street Team will attend the Sept. 20th meeting to discuss the member stories book. Kirsten met with City staff to let them know some of our plans and get their support. A Work Plan was set for the next few months as follows:

- September: Tent Poles: confirmed, scheduled, delegated; Logo Project details; Meet with Street Team regarding book; Poster Design Draft; First Friday hosting
- October: Banner Design, costs; Select featured logos; Poster Final; Oral History project; OCF and other organizations turning 50; Review Book progress
- November: No meeting (perhaps worksessions for subgroups); Send banners out to print, get archival materials from storage.
- December: No meeting
- January: Banners installed; Entertainment plans; Oral History, Traveling archives (Kirsten on vacation)
- February: Perhaps schedule two meetings to accommodate staff vacations; Social media for Opening Day including featured logo item
- March: Traveling Archive projects
- April: Opening Day 2019; Begin plans for May 9th 2020; Tent Pole details

The 50th Season and Anniversary logos were reviewed, which the TF recommended advancing to the Board. Diane is working on Archives, and Leo will design an Opening Day poster. More Tent Pole ideas were needed that weren’t musical, and there was interest in one day featuring the business incubator aspect with ways to illustrate how many successful businesses were begun at the Market. Founder’s Day and Mother’s Day will be in May, Father’s Day and Vaudeville in June (and/or July for Vaudeville), so ideas are needed for August and October.

50th Season Logo Items callout was clarified. People can make items without focusing on the promotional opportunity, as long as they get Standards Committee approval. There was discussion of ways to promote the makers and the items. Opening Day ideas were discussed, such as inviting politicians or celebrities. Some of the stiltwalker, old bicycle and kids wearing signs ideas from our past might be fun. Arad has ideas for videos he would like to make and post on YouTube about the Market from an insider’s perspective, and will begin working on them. Next meeting Sept. 20th, 3-5 pm.

***Motion: Accept the 50th Anniversary Task Force report (Teresa/Julia) 7-0-0

Volunteer Work Group: Colleen reported on the August 29th meeting. Willa attended and provided a volunteer program document that she wrote as part of her graduate program at UO. It organized our opportunities, projects and goals and provided details of ways to identify, support and use volunteers efficiently. It will be worked on over the next month to fine-tune it to SM purposes and will be brought to the Board for consideration. The Board Educational Minute was developed out of a need to institute more training opportunities for volunteers. Volunteers are still needed; most recruitment is being done by staff, so Board members were asked to each recruit someone. More specific tasks or projects instead of committee work might appeal to some. The MVP brochure brought in two members of the public who want to volunteer. They may be interested in working to educate the public about our sustainability efforts. Next meeting Sept. 26th at 3:00.

***Motion: Accept the Volunteer Work Group minutes (Teresa/Eli) 7-0-0

Sustainability Committee: Willa reported on the August 30th meeting. They discussed many ideas, and voted to develop a reuseable cup program to be public. It was suggested that just a cup promotion was not big enough to get much notice, so a Facebook page could be started as a vehicle for more promotion of Sustainability efforts. They discussed a worm bin, more signage or a poster about sorting, and promoting transportation options. Displays and signage will take some funds, so they asked for a budget allocation. They will work on paper use; sustainability is a paperless committee. Next meeting September 25th, noon.

***Motion: Get a Saturday Market Sustainability page on Facebook. (Julia/Rachell) 7-0-0

***Motion: Approve funding for these requests (Jaimee/Julia) 7-0-0

***Motion: Approve the Sustainability minutes (Julia/Rachell) 7-0-0

Old Business: Market Supporter Program: deferred to next meeting.

New Business: Budget Committee Appointment: Willa Bauman submitted a letter of interest to join the Budget Committee. Several members have expressed the desire to leave the committee, so new members are needed. It does involve more training and commitment than many other opportunities but is invaluable in learning financial competence and life skills.

***Motion: Approve appointing Willa to Budget Committee (Teresa/Eli) 7-0-0

Board Self-Evaluation Form: Members were asked to review the form for possible future use and discussion at the next meeting.

Adjourned to Executive Session. 7:40 pm

