

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

Staff: Kirsten Bolton, Courtney Kauffman, J.J. Hendrix Recorder: Diane McWhorter

Guests: Colleen Bauman, David Church, Tym Mazet, Craig Butler

Introductions and Announcements: Jell-O Art Show, March 31st. Unique Eugene is offering special rates for microbusiness memberships. Contact Willa, Kirsten or directly to Bill @ Backyard Farmer.

GM Address: A very full agenda tonight to attempt to clear the slate for next month.

Pressing Member Concerns: Janie Struif has requested in a letter to allow her husband to be the BHOR of her space on the Park Blocks, as it is the only one with electricity, which assists in sales of her night lights and lamps. He has worked with her as a partner since 2014, but only became a member in March 2018 when he became aware that it was necessary. Members suggested writing a clear policy on this issue for the future.

***Motion: Grant Booth Holder of Record to Scott [amended to add: on the Park Blocks and at Holiday Market] (Willa/Eli) 5-0-0

Dave and Melissa Parry wrote a letter to express their opinions about the decision regarding members impacted by the deck. The multiple options already in place to change booths when not satisfied with location or site issues should have been used. [Two of the four members impacted chose not to relocate.]

Agenda Review: Add verbal reports from the Deck Task Force and the Online Vendor Directory Task Force.

***Motion: Approve the agenda as amended (Ritta/Willa) 5-0-0

Minutes Approval: Corrections: Add the word “back” to the sentence at the bottom of page 5, in the phrase “...HM Committee be changed (back)...”

***Motion: Approve the minutes as amended (Ritta/Eli) 5-0-0

Approve Board Retreat Notes: Members gave a quick review of the retreat, where the yearly work plan was discussed in the morning, and volunteering and a vision session were discussed in the afternoon.

***Motion: Approve the Board Retreat Notes with the correction of Courtney’s name spelling. (Willa/Ritta) 5-0-0

Administrative Report: Kirsten reported that the Park Blocks Permit is officially signed for a 5-year duration (2018-2022) at no change in cost. The Downtown Stakeholders Group met to hear the City staff’s plans to follow through with activations much the same as last year for the downtown open spaces, with a budget of \$750,000. The permit was signed for the Right of Way, meetings were held with the Fire Department, EPD, and Facilities. The Evacuation Plan was reviewed and updated to add

that sustained winds of more than 30 mph would require closure of the market. The Site Crew has been busy cleaning and repairing signs and equipment.

A Resolution was required to authorize new signers for the PAX World Fund account.

***Motion: Add Kirsten Bolton, Vanessa Roy, and Giorgi DeCarlo to the Pax World Fund Account ending in #4882. (Ritta/Willa) 5-0-0 Motion passed.

A Continuing Resolution was required to continue Saturday Market operations starting April 1, 2018 until the 2018/19 budget is approved.

***Motion: So moved. (Willa/Eli) 5-0-0 Motion passed.

The quarterly meeting was held with LCFM with Giorgi and Kirsten attending with the LCFM GM and Board Chair. They have changed their site improvement plans to a 3-5 year timeline in acknowledgment that the process has stalled. Joint composting didn't advance as a program although our Site Supervisor has taken on the task of hauling the SM compost every week.

***Motion: Approve the Administrative Report (Willa/Ritta) 5-0-0

Advertising Update: Kirsten reported on the spreadsheet of our advertising contracts and purchases for the upcoming season, including social media, print, radio, TV, banners, and other details. Adjustments may still be made throughout the season as needs emerge. The plan is flexible to respond to the changes in legacy media such as the RG, so changes in the audiences reached will be monitored. Ads were completed and placed, and new ads as well as social media posts will be placed and completed by the new Marketing staff under Kirsten's supervision. Current staff has a lot of expertise in these areas so no lapses in marketing or promotions should be noticeable. Members have an interest in discussing use of the basket logo, or any changes in our logo going forward, as well as seeing an increase in social media postings even during the offseason.

***Motion: Approve the Advertising report (Willa/Jaimee) 5-0-0

Treasurer's Report: Kirsten gave a complete review of how to interpret and understand a Financial Statement. Reporting on the trends each month is easier to understand in the context of the whole budget picture. Both the January and February statements were included, and members were encouraged to watch the Total Expenditures and Income amounts rather than the monthly fluctuations that are sometimes based on differences in posting due to the calendar. The budget comparisons are meant to track trends so that if some aspect is getting out of balance, corrections can be made. The SM budget is consistent, conservatively constructed, and closely monitored by the Budget Committee, the Treasurer, and the GM.

***Motion: Accept the Treasurer's report (Willa/Eli) 5-0-0

Committee and Task Force Reports: Street Team: A written 8th meeting. The Park Blocks 2018 Guidebook is being assembled; it will be released in mid-April. They discussed updating informational pages and options for spending surplus funds.

Holiday Market Committee: The February 15th meeting included ideas for next year, such as floor plan, rates, coat and stroller check, poster design and possible contest, earlier timeline for elves, and

increasing involvement with FLC Food Drive. They deferred election of officers but did line out the annual calendar/work plan. Next meeting March 14th, 2:00 pm.

***Motion: Approve the HM report (Willa/Ritta) 5-0-0

Standards Committee: Jaimee reported on the Feb. 21 meeting. The first Orientation and Screening was held on Wed. March 7th. Items discussed at the Feb. meeting included Signs for pipe sellers, petitioners, and buskers. They revised and approved small changes to the Guidelines and info sheet for Petitioners. They also revised slightly the info sheet given out to buskers on the Park Blocks. Suggestions for improvements for busking at HM were discussed, including providing incentives for buskers who might be willing to register or pay a small membership fee, such as priority booking opportunities, to make busking at HM easier to manage. They are researching CBD products for sale at SM. The Committee felt that HM busking issues should be discussed at the HM Committee level. There is no info flyer for HM busking, and one is needed.

Board members asked that busking be put on a future Board agenda. There was discussion of whether or not these guidelines are policy or operations issues. Going forward, changes to anything that might be seen as policy should be brought to the Board as recommendations for them to review.

***Motion: Accept Standards Committee changes to the Busker handout. (Willa/Jaimee) 5-0-0

***Motion: Send the busking issue back to Standards to develop a draft for a Busking Policy for Saturday Market, and to the Holiday Market Committee for HM, to come before the Board (Willa/Ritta) 5-0-0

***Motion: Accept the Standards Committee report (Willa/Ritta) 5-0-0

Budget Committee: Kirsten reported on the Feb. 13th meeting. The 2018-19 budget was discussed. A completed budget is expected by April 4th. A Continuing Resolution was drafted. The Profit and Loss Budget Overview was presented to the Board in draft form for their review. A healthy net income was projected, and there was Board interest in discussing fee relief. Other options will be presented including capital projects.

**Motion: Accept the Budget Committee report. (Willa/Ritta) 5-0-0

Founder's Day Task Force: Diane reported that she asked a few people to meet with her to discuss plans. The Board was asked to set Founder's Day (which is May 9th) celebrations on the second weekend in May, which is also Mother's Day Weekend. The Board agreed. Members with ideas should contact Diane.

Vendor Directory Task Force: Craig requested to record his report to post on Facebook, but was advised that a Board decision needed to be made about online posting of recordings. He recorded it for his own use. The Task force met March 6th (Craig Butler, Willa Bauman, Jaimee Gentile, Karen Hall) and discussed short and long range goals. He explained that a content management system was needed, with a portal and login on a password-protected page so that members could manage their own information. Longterm, an interactive map, calendar feature, and the possibility of sales might be added. They plan to work with Google forms. He asked for members to volunteer to be testers for the system while details are worked out. Next meeting March 23rd.

Deck Task Force: Willa reported on the meeting attended by Willa, Giorgi, Paula and Courtney. They recommend a Community Deck concept, where nonprofits could set up two booths, back to back with the existing booths (with the wall in between them) facing west. There could also be space at the north end. The program could run from May to September. Covering would be explored, or groups would provide their own booths. The picnic tables could be rotated to allow for more usable deck space. Some could be used for art projects. Next meeting April 26th.

***Motion: Accept the Task Force recommendations (Ritta/Jaimee) 3-1(Eli)-1(Maria) Motion passed.

Old Business: Work Plan: The document is still in progress, but most details are accurate. There is generally no Board meeting in July, but one can be added if needed.

***Motion: Approve the Annual Work Plan (to date) (Willa/Eli) 5-0-0

Restructuring the Marketing Department: The Personnel Committee was not able to meet to make a formal recommendation but has reviewed the job description. The primary change would make the position an Assistant position rather than a Management position. This led to changing the positions of Office and Program Administrator and Stage Manager slightly to bring them to into alignment. The new title for the Office and Program Administrator would be changed to Assistant Market Manager.

***Motion: Accept the GM's recommendation on the creation of a Marketing Assistant position and empower the GM, in consultation with the Personnel Committee to advertise and fill the position as soon as possible. (Willa/Ritta) 4-0-1 (Maria).

Discussion: A Marketing Assistant would do the routine work of taking photos, posting on social media, and creating advertising materials with training by the GM. The structure would improve relations with members, allow the Board to step out of the hiring process and management of the staff person, and better fit the needs of the organization than the current structure. If changes are needed in performance, the Board and Personnel Committee can defer to the GM. Kirsten has wide experience in all aspects of advertising so will be an able supervisor for this person as they learn how to be a member of our staff team.

Volunteering was deferred to the next meeting due to time constraints. The group will meet March 15th at 3:00 pm.

An Executive Session was added to discuss the two remaining job description changes.

Adjourned to Exec Session 8: 25 pm