

Attendance: Colleen Bauman (Chair), Teresa Pitzer, Tym Mazet, Ritta Dreier, Jaimee Gentile, Giorgi DeCarlo, Chuck Roehrich    Excused: Rachell Coe    Absent: Kate Whitehorse

Staff: Kirsten Bolton, Vanessa Roy, JJ Hendrix

Recorder: Diane McWhorter

Guests: Lenny Gould, David Church, Sheri Chenoweth

Introductions and Announcements: Introductions around the room. Beloved member Connie Bender passed away this week (service Tuesday at St. Mary's Episcopal Church) as well as valued Standards Committee member and Kareng Fund founding member, Bob Vanderpool.

Ritta spoke about her daughter's honeymoon in Uganda seeing the Mountain Gorillas. Also we welcomed back Kirsten from her vacation. Diane will receive a grant on Saturday from the Lane County History Museum for the traveling archives and publication parts of the 50<sup>th</sup> Anniversary efforts. Colleen went to a City-offered class on Emergency Preparedness. She reported that only 25% of businesses survive a big emergency (like an earthquake) and 75% of those fail in the following years, so it is a good time to get our emergency plans in place. Art Bingo will be held Sunday Feb. 10<sup>th</sup>.

Volunteer of the Month: Lenny Gould is honored for his unselfish contributions to the 50<sup>th</sup> Anniversary Task Force, Holiday Market Committee and the Holiday Market take-down work. Thank you, Lenny!

Pressing Member Concerns: none

Approval of Agenda: Correction of the date of last month's minutes: it should be 2019. Add Street Team report to Committee reports.

\*\*\*Motion: Accept the agenda as amended (Teresa/Giorgi) 6-0-0

Approval of Minutes:

\*\*\*Motion Accept the Board minutes of January 2, 2019 (Teresa/Ritta) 5-0-1 (Jaimee)

Board Educational Minute: Colleen delivered the Board Educational Minute. Saturday Market operates as a Mutual Benefit Corporation, that is governed by ORS Chapter 65 but is not a federally tax-exempt nonprofit. Mutual Benefit Corporations include all other nonprofit corporations which are not classified as public benefit or religious or charitable corporations. Mutual Benefit Corporations are typically organized for the benefit of the organization's memberships. Examples include social clubs, business leagues, and veterans' groups.

SM is not a federal 501(c) non profit and is not tax-exempt. SM is required as a nonprofit to file an Annual Report, which the GM does every year. ORS Chapter 65 does list requirements that SM bylaws are based upon, and documents and policies are updated periodically for compliance. It is the Market's intention to act like a nonprofit, which dates back to SM origins.

Volunteers are needed to do these Board Educational Minutes. Find a subject!

Administrative Report: Kirsten reported on SM 19: the Member Handbook is updated and ready for review. It has been re-formatted to make it easier to edit, though no changes were made to policies. The Craft Specific Guidelines will follow as soon as they are updated by the Standards Committee. Kirsten will be meeting with the City and EPD for the needed permits (Fire permit went up from \$400 to \$640) and will schedule the Food Court annual potluck. The new Info Booth will be ready for

Opening Day, and the old one will be stored for possible uses and for spare parts, as they are designed to be the same. HM 18 final payment is paid, and the event was wrapped up. She is working on the 2019-20 budget.

Three bids were finalists for the database project and she recommends contracting with Alex Roy for the job. They upgrade is vitally needed to connect the office systems and equipment, to create member portals for payments and other services for members, and to upgrade the office hardware. The allocation and bids were for \$10,000. The Task Force that was working on the project had stopped meeting when they realized a volunteer project would not be possible and staff took over to outline the proposal and publicize it over the course of the past season. Kirsten and Vanessa took several months to determine the requirements. They were able to answer detailed questions about the proposal and the needs and features of the database improvement. A searchable member directory will be a feature of the product but the scope is much larger. The Board's due diligence is to see that the process was good and the money will be well spent. The Board's discussion illuminated the process and assured that it was clean and appropriate. A product named "Manage My Market" was examined as well but the point system was too complex to fit into that interface, and the cost of it is \$10,000 annually. In addition someone local is needed to help install, troubleshoot and adjust the products so that they will work. Most of the bids (there were 25-30 requests for the proposal details) were far more costly and not local.

While there is no set date to start using it, the old system is causing problems and the point system and operations depend heavily on it. The backup system was improved by Kirsten so if the system does crash the data will be protected, but it would be difficult to operate efficiently if that happened. An upgrade that will take the organization into the future would be a wise investment and because of careful spending, there is enough saved to launch it at this time. It can be designed to generate the kinds of reports that have been desired, such as analysis of particular income streams, and will be flexible enough to accommodate future adjustments for new needs. At present people's errors cause cascading failures instead of allowing fixes immediately. There will be a user manual included in case other tech experts are needed in the future. It can also run both Windows and other platforms which will be more flexible for staff needs. Staff recommendations are well-informed with technological expertise.

\*\*\*Motion: Accept the bid from Alex Roy for the new member database. (Teresa/Ritta) 6-0-0

\*\*\*Motion: Accept the Administrative report (Teresa/Jaimee) 6-0-0

Reminder: These is a meeting of the Policies and Procedures Task Force on Feb. 13<sup>th</sup> and new members are needed. The goal is an online manual of every policy so that it can be viewed by members and the public (when practical.)

Advertising Report: Vanessa reported that 2018 was a good year for advertising, with many more engagements and impressions on social media and noticeable improvements over the past two years. 18,415 follow the SM Facebook page. There were 160,000 impressions on Instagram. Pinterest took off during Holiday Market. Yelp has been supplanted by Google reviews. YouTube does not seem to be as effective as posting videos on other platforms. The ad booking process has started and is nearly set, to correspond with our Tentpole schedule. Stage and Pole Banners are purchased and the pole banners will be hung as soon as possible to show our new logo and color scheme. Print ads will be larger and full color. The website update is in progress. There is now a dedicated light box for photography in the office.

Side note: all staff participated in an office cleanup and with new shelves, no clutter, and everything stowed, there is a noticeable improvement in our professional appearance.

\*\*\*Motion: Accept the advertising report (Teresa/Jaimee) 6-0-0

Treasurer's Report: The financial statement for December 2018 was attached. Tym reported a few unanticipated expenses and timing of bills that resulted in some increases in spending categories for the month, but overall the net income is high and adequate for the spending that was requested for the database and other projects.

\*\*\*Motion: Approve the Treasurer's report (Teresa/Jaimee) 6-0-0

Committee and Task Force Reports: Standards Committee: Teresa reported on the Jan. 2 meeting. There were 8 members. Teresa and Gary were elected to the Co-Chair positions. The Annual Review of Standards was held and the following discussions emerged: "Craft" vs "Crafter," the term "legal relative," the definition of "hawking," clarifying that a member cannot sell in two booths, and a discussion of Scented Products that was scheduled for February. A sampling form will be researched. The 2019 Work Plan was set: February: Scent; April: CNC/Laser/3D Terminology; May: Pre-Packaged Foods; June: Services; August: Jewelry/Chains/Lapidary. It can be adjusted for members who would like to participate. Old business at every meeting will be Member Legacy.

\*\*\*Motion: Accept the Standards Committee report (Jaimee/Tym) 6-0-0

Holiday Market Committee: Colleen reported on the Debrief meeting of January 30<sup>th</sup>. Each staff person present (Kirsten, Vanessa, JJ, Dave, AJ, Zora) reported that everything went smoothly and there were no major concerns. Staff made suggestions and noted that the weekly evaluations were helpful in fixing situations that needed attention. Areas to examine included expanding event listing, improvements to the back lot, doors and sink area, banners, and music issues. The committee focused on the summary of the evaluations, which numbered 368, many more than in the past. Comments regarding staff and individual members were forwarded to the GM and Board Chair but not discussed at the meeting. The committee had received the written comments so focused on ones brought to the committee meeting. Topics included: *Sales:* most were satisfied with sales volume except for the first weekend, so filling empty spaces and promoting better sales and perception of the first weekend will be a focus for the committee. *Customer traffic:* Traffic was described as great, with slower Sundays and later hours. The Elf game was helpful. Encouraging people to visit in the slower hours (late in the day, Sunday mornings) will be a focus. *Staff:* Staff had the highest ranking in all categories. *Advertising:* Best social media ever, but have media coordinate with staff more often, and be guided in recording footage. The member interviews were very popular. Better banners and signage suggested. There were many posters left over, so distribution should be increased. *Entertainment:* As always, this is highly subjective and varied. *Holiday Hall:* this section got the smallest response. *Security:* Daytime security was added and appreciated. *Fairgrounds Facility:* Building maintenance could be improved. *Additional comments:* Some missed the turkey dinner, but cleanup was much easier. Encourage younger members to become artists and all members to show more kindness. Write up some "best practices" for the work tasks. Help security do their jobs by identifying your booth number and staying alert and connected to neighbors.

The Committee discussed procedure for tabulating and communicating the survey results. The decision about HM 2019 dates will be made at the February meeting. The debate is about starting on Nov. 16<sup>th</sup> or 23<sup>rd</sup>, which will determine the number of PB and HM days (32/14 on the 16<sup>th</sup>, 33/13 on the 23<sup>rd</sup>) and how to arrange the last few days. Having the last weekend as a 5-day run is generally not desired, but it

could break into Sat-Sun and Mon-Tues. The committee will make a recommendation to the Board at the March meeting. Next meeting February 13<sup>th</sup>, 3:00 pm.

Board Discussion of dates: The Budget Committee could weigh in. Costs go up for HM to add days. It could result in two slow, unfilled weekends before Thanksgiving (Nov. 28<sup>th</sup>). Some would prefer being indoors, as the weather is so harsh sometimes and attendance falls with lots of vacation months, so the PB markets lose money, particularly the last weekend on the PB. Could consider dropping Christmas Eve (a Tuesday). Splitting the last into two blocks creates logistical problems with loading in and out. Indoors creates more opportunity for our members. Could add an extra point to the first weekend as an incentive. We would have to widely publicize whatever schedule change was made.

\*\*\*Motion: Approve the Holiday Market Committee report (Teresa/Jaimee) 6-0-0

Street Team: The three remaining members (Heather, Nome, and Sarah) have decided that their task has been completed by launching the Guidebook, which can be completed now with a template, by staff. They will formally sign off on April 5<sup>th</sup> when the current GB is completed.

\*\*\*Motion: Gratefully thank the Street Team for all of their work in getting the Guidebook going. (Teresa/Jaimee) 6-0-0

Old Business: Appoint Personnel Committee members, as needed: This should be assessed after every Board election. Present members are: Colleen, Kate, Teresa, Giorgi, and Ritta. Giorgi and Kate are terming off in June, and Teresa may take 6 months off. Tym would like to serve.

\*\*Giorgi nominates Tym to serve on the Personnel Committee. (Paper ballots were used.) The vote was 6-0-0.

Budget Committee: There are currently 5 or 6 members. Checking in with the Committee might be appropriate to see if they would like more members and if they have someone in mind. Anyone wishing to serve is welcome to submit a letter of interest. There are two members of the BC who have expressed a wish to be replaced if qualified candidates are found.

Annual Board Work Plan Review: Amendments: Add Secretary's Announcement in November, Board Training moved from January to December, (if it will fit in.)

\*\*\*Motion: Approve the Board Yearly Work Plan as amended. (Teresa/Jaimee) 6-0-0

New Business: Emergency Bylaws: This would be wise to have. The Secretary would be happy to review it but can't serve on a TF right now. It could be done at the retreat or for the retreat. It will come back for more discussion as Old Business.

Letter to Board: An anonymous letters on several subjects was included in the packet. Because it is anonymous, no response can be made to the writer, so some of the misinterpretations can't be corrected. Some concerns were addressed at the time of receipt, and some will be addressed at regular Committee meetings in the course of their work.

Meeting Evaluation: Lots of compliments for the efficient, well-planned meeting and the commitment to the database project.

\*\*\*Motion: Adjourn (Teresa/Jaimee) 6-0-0 7:30 pm Next meeting March 6, 2019 5:30 pm