

Attendance: Colleen Bauman (Chair), Rachell Coe (Vice-Chair), Teresa Pitzer, Gary Becker, Tym Mazet (Treasurer,) Ritta Dreier, Anna Lawrence, Chuck Roehrich      Absent: Linda Lamb

Staff: Kirsten Bolton (GM), JJ Hendrix (Ass't Mgr.)      Recorder: Diane McWhorter (Secretary)

Guests: David Church, Mary Newell, Shannon Lee-Hutson (incoming Board member)

Introductions: Around the room with one word about Market: Community, growth, sunny, hungry, involvement, respectful, perseverance, history, prosperity, blooming, peace

Announcements: A card was circulated to thank Barbara and Blair Irvine, long-time Market members, for their generous donation of \$1075 to Saturday Market. Art Bingo will be held Sunday, February 23<sup>rd</sup>, from 4-7 at Gratitude Brewing, 540 E. 8<sup>th</sup>. Jell-O Art Show will be held Saturday March 28<sup>th</sup> 5-8 pm at MKAC, 1910 E. 15<sup>th</sup>

Annual GM Evaluation is in process for Board and Committee members. Please return by Feb. 7<sup>th</sup> and remember that it is confidential.

Volunteer of the Month: Mary Newell is the recipient for January. Mary has put in a lot of time and effort on the Holiday Market Committee, the Elf Game, the archives, the library display, and many other things. She has more than earned it. Many thanks to Mary.

Pressing Member Concerns: James Gross, longtime Market member, sent a letter to the Board regarding gossip and hearsay. If any member witnesses gossip or negative situations, they should refer them to Kirsten (or security if there is immediate danger) and let her handle them. If you can easily communicate with the participants and remind them of our group agreements, it's fine to do so, but in general staff is trained to handle situations. The Secretary was directed to send a response to acknowledge that his letter was received and a newsletter MVP on the subject of uplifting each other could be written.

Gary Becker expressed concern about the situations downtown that sometimes affect us. We can always look after each other and work with security or the police to help everyone be safe.

Agenda Review: Move Seat New Board Members and Elect Officers out of New Business to right after Minutes Approval. Add to New Business: Move to the Fairgrounds Nov. 7, 2020.

Colleen took the opportunity to give a brief educational minute on building agendas. The Draft agenda is sent by the GM to the Chair, Vice-Chair and Secretary for review after checking notes, minutes and previous agendas for items. Subjects might be added or removed. The Board then has the opportunity to add or remove items during Agenda Review, with minimal discussion, then approves the agenda.

\*\*\*Motion: Accept the agenda as amended (Rachell/Anna) 7-0-0

Approval of Minutes: Minutes of December 4<sup>th</sup>, 2019 No changes.

\*\*\*Motion: Accept the minutes (Rachell/Anna) 6-0-1 (Tym)

Seat New Board Members: Rachell Coe and Chuck Roehrich were re-elected for a second term, and Shannon Lee-Hutson was elected to a first term.

\*\*\*Motion: Seat the new Board members, Shannon, Chuck and Rachell (Rachell/Tym) 7-0-0

Thank you to all who are willing to serve, and to Teresa for a job well done.

Election of Officers: Procedure was secret ballot after each position was nominated.

Chair: Nominate Colleen Bauman (Ritta/Anna) Colleen was elected.

Vice-Chair: Nominate Rachell Coe (Tym)

Nominate Anna Lawrence (Anna) Rachell was elected.

Secretary: Nominate Diane McWhorter (Tym) Diane was elected

Treasurer: Nominate Tym Mazet (Rachell) Tym was elected

Administrative Report: Kirsten reported on SM20: Opening Day will be April 4<sup>th</sup> Permit applications will begin in February. Site Staff will be contacted in March. Contracts will be negotiated for services, including porta-potties, garbage disposal, composting, and security. Town Square design is ongoing. Colleen and Diane will meet with the architects Jan. 14<sup>th</sup> to discuss stage design. There was a short discussion of the stage details.

HM19: It was a huge success for the Market and many members reported strong sales. Selling out all the blocks resulted in a 12% increase in revenue. Some thefts were reported though fewer than last year. Night security may need to be increased. Member surveys have been reviewed and sent on to the HM committee. The biggest complaints were about music volume.

The office will be closed in January. Vacations or leaves: Kirsten: Jan. 13-Feb. 3; JJ: Jan 20-Feb. 3; Vanessa: month of January; AJ: Jan. 2-Jan. 13. Members can send an email or leave a voice message during January.

\*\*\*Motion: Accept the Administrative report (Rachell/Gary) 7-0-0

Advertising Report: Kirsten gave the report in Vanessa's absence. All the social media stats continued to grow every month, and HM got great press coverage. Ad booking will begin in Feb. Pole and stage banners and the red and yellow color scheme will continue for next season. New stickers will be reordered as those were popular. Guidebook deadline to book ads is Feb, 15<sup>th</sup>, for the Park Blocks season. The library display went well and staff there reported that it generated quite a bit of foot traffic and interest.

NOMCON is a Nation of Makers Conference that will be held in Eugene on the first weekend of June. Many city and community groups and businesses are participating but most of the conference sessions are on Saturday so it was decided that we would not pay for our staff to attend when they need to be working on our event. Individual fees are \$275 minimum. There will be Art City and Friday Art Walk activities downtown with possible closed streets so there is a possibility of some participation by volunteers or staff then. There should be more history materials to share by then. Willa Bauman is on their marketing committee and Colleen will continue to look for ways we can participate without simply offering financial support, which Market can't afford. Staff sent a letter of support.

\*\*\*Motion: Accept the Advertising report (Rachell/Gary) 7-0-0

Treasurer's Report: Tym reported on the November financials. Some spending and income categories showed a decline in profitability but most were due to scheduling issues. December did come in strong

and brought better alignment to the budget picture. The HM income increase will help insure that 2019-20 will be a profitable year.

\*\*\*Motion: Accept the Treasurer's report (Rachell/Gary) 7-0-0

Old Business: none

New Business: Appoint Personnel Committee members: This committee is Board members only, and at present includes Colleen, Ritta, Rachell and Tym. Due to the alignment of end-of-term dates, it would be advisable to add someone new at this time, or in June. Shannon expressed interest.

\*\*\*Motion: Nominate Shannon to the Personnel Committee (Rachell/Gary) 6-0-1 (Shannon)

Appoint Budget Committee members: Interested members should write a letter of interest. Item otherwise tabled until February.

Retreat Planning: Ideas for possible themes: Board professionalization, Stewardship (reputation, assets and resources mission, community trust), Future Planning (5-year plan, more), Energize the membership (increase participation by members, mentorship), Using the Database (somewhat too soon to get enough data). After discussion the Board really liked the idea of a field trip to the Portland Market. The last one was very informational and fun and the Guidebook project was begun from it. Staff will organize the details for a van trip. Setting up meetings with PSM staff would be ideal.

\*\*\*Motion: Have the Board retreat as a trip to the Portland Market on March 21<sup>st</sup> (Rachell/ Shannon) 7-0-0

Start Holiday Market on November 7, 2020: Anna proposed this change and there was a thorough preliminary discussion. Both Holiday Market and Budget Committees would have to recommend it based on their discussions and the change would need to be part of permitting, and marketing. Some advantages are that PB November markets can lose money, many members don't participate in them, and if the PB redesign project goes forward it would provide them more time for construction. It would make eight blocks and BHOR is set at participation for four blocks, so that might need adjustment. Beginning a "Christmas" market right after Hallowe'en doesn't sit well with everyone, and there could be customer confusion. The first step is to see if the building is available. The Holiday Market committee meets Feb. 12<sup>th</sup> and the Budget committee meets in late Feb. The Board will discuss the idea again at the Feb. 13<sup>th</sup> meeting.

Meeting Evaluation/Final Round: many positive comments about the skills and attitudes of the meeting participants and members, and the efficient procedures. Welcome to Shannon, and big thanks to Teresa, Chuck and Rachell, as well as Mary.

Next Meeting Thursday, February 13<sup>th</sup>.

\*\*\*Motion: Adjourn (Tym/Anna)

