

Attendance: Rachell Coe, Teresa Pitzer, Gary Becker, Shannon Lee-Hutson, By Go-To-Meeting: Anna Lawrence, Len Gould, Chuck Roehrich Excused: Jan Speulda, Linda Lamb

Staff: Kirsten Bolton, AJ Jackson By Go To Meeting: Vanessa Roy, JJ Hendrix

Guests: Willy Gibboney, Janet Rosenberg (By GTM) Recorder: Diane McWhorter (By GTM)

Announcements: Election on December 5th. Gary and Anna are running again and at least one more candidate is needed.

Pressing Member Concerns: none

Agenda Review: ***Motion: Approve the agenda (Teresa/Gary) 6-0-0

Minutes Approval: ***Motion: Approve the Board minutes from 10-7-20 (Shannon/Len) 5-0-1 (Chuck)

Administrative Report: SM20: Kirsten reported that the Saturday Market regular season ends on November 14th. It has been a great year considering the challenges of COVID-19, with a lot of members reporting good sales. There is a high likelihood that we will open under the same structure in April 2021, possibly seeing Market returning to its normal size sometime during 2021. Census through October 24th, 2020 attached. HM20: Holiday Market begins November 21st. Fire Marshall extended fire permit with no additional charges. Kirsten will inspect all booths for fire extinguishers and heaters each Saturday.

Decorations: 10-12 trees wrapped with garland and lights, garland and lights added to the info booth. We will wrap the poles of the covered areas if we have enough decorations left over. A speaker on each block will play instrumental holiday themed music.

Grant check from Oregon Cultural Trust in the amount of \$41,254 received. We were awarded a State of Oregon COVID Relief grant in the amount of \$24k. Still no word on the Community Lending Works grant, but we are eligible for \$10k based on 4 full-time employees as of February, 2020

Office hours will change the week of Thanksgiving: Office open Tuesday, November 24th & Wednesday, November 25th 10a4p ▪ Office will be closed Thursday, November 26th (Thanksgiving Day) and Friday, November 27th.

The Annual Report will be emailed to members on November 18th and paper copies will be available by request.

***Motion: Approve the administrative report (Teresa/Shannon) 6-0-0

Advertising Report: Vanessa reported that the social media stats are still strong and feedback indicates approval of our safety measures. The ads for Holiday Market have been sent to the Eugene Weekly. The KEZI spots are also approved and ready to start running every Friday, every hour on the hour, starting on Nov. 20th. The Holiday Market website has been updated including adding the map and the directory. We are ahead on the timeline so we can work through any issues. We had a nice write up in the Register Guard and KLCC reached out for an interview about Holiday Market. We expect to get more press interested when we send out the press release a week before Holiday Market starts. We had a wonderful time celebrating Halloween at Saturday Market. We joined with the Downtown Eugene Marketing group and the Lane County Farmers Market to cross promote their events. We were

included in their scavenger hunt and handed out game cards at the Info Booth. Thrill the World was a smaller group, but still fun.

Dan Young is making a Holiday Market poster. He has had good sales with his Saturday Market poster so he decided to make one for the Holiday Market as well. He will continue to donate the proceeds of the poster sales to the Market. His Holiday Market poster features the Sugar Plum Fairy and the Park Blocks. We are offering a special canvas bag for sale along with our usual Holiday Market bags. The artwork is focused on greenery and the bag is the larger size. We have ordered a small amount of them from Diane McWhorter since they will be labeled as “commemorative” and sold at a higher price than our usual bags.

***Motion: Approve the Advertising Report (Teresa/Shannon) 6-0-0

Treasurer’s Report: Similarly to past months, income and expenses are much less than budgeted but there is no net loss and the YTD net income is about \$32,000. Financial Reports for September 2020 are attached.

Committee Reports: Fundraising Committee: Willy reported on the Oct. 14th meeting. Caroline Dunn and Willy Gibboney were elected co-chairs. Various ways to increase income were discussed but efforts to set up an online auction or other virtual market might confuse efforts to promote Holiday Market at the same time. The committee will be on hiatus until February. The goal was \$100,000 and grants and donations brought in \$107,000 so far.

***Motion: Approve the Fundraising Committee report (Shannon/Gary) 6-0-0

Holiday Market Committee: Rachell reported on the Oct. 15th meeting. All spaces are sold out except two 4x8 spaces which will be offered to the Musician’s Coop and Womenspace. Esther volunteered to make a “Tip sheet” for selling outside. Tree wrap decorations were shown. Dress-up Days were chosen:

- 11/21 - Hats, Ties and Tiaras
- 11/28 – Mad for Plaid/Time Traveler Day
- 12/5- Stripes and Polka Dots
- 12/12 – Winter Wonderland/Elf Day
- 12/19 – Pajama/Ugly Sweater Day

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

Budget Committee: Shannon reported on the Oct., 22nd meeting. The Committee reviewed Health insurance plans and discussed the revenue shortfall due to the loss of the City services contract.

***Motion: Approve the Budget Committee report (Gary/Teresa) 6-0-0

Old Business: none

New Business: Standards Committee Update: While screening of new items for present members has been ongoing, screening procedures for potential new members have not quite been worked out due to Covid restrictions. The Committee requests that the Annual Review of Standards be suspended for this year as there are no new committee members who need it. Guideline change recommendations can be added to the work plan as needed.

***Motion: Waive the Annual Review training requirement in 2021 until such a date that a full, in-person training can be conducted. (Anna/Shannon) 6-0-0

Membership Survey Results: Anna summarized the results of the 59 responses to the survey. Market is still very much appreciated and needed. Members covered the range from one year of participation to fifty with the greatest number selling 1-5 years. Social media did not seem very important to the current respondents. The top three challenges were Covid, masks, and loading in and out. A report can be viewed by request.

***Motion: Approve the Annual Membership Survey report (Teresa/Shannon) 6-0-0

Annual Meeting Report: A copy was attached to the packet for review. It will be distributed by email on November 18th. A few minor changes were suggested.

***Motion: Approve the Annual Report for release to the membership (Teresa/Gary) 6-0-0

Meeting Evaluation/Final Round: Members and staff expressed appreciation for the efficient meeting and resumption of staffing hours.

***Motion: Adjourn (Teresa/Gary) 6-0-0 6:25 pm