

Attendance: Rachell Coe, Shannon Lee-Hutson, Gary Becker in office; Anna Lawrence, Len Gould, Chuck Roehrich by GTM    Excused: Teresa Pitzer, Jan Speulda    Recorder: Diane McWhorter

Staff: Kirsten Bolton, AJ Jackson in office; Vanessa Roy and JJ Hendrix by GTM

Guests: Tym Mazet (office); Dennis Westfall, Willy Gibboney (late) by GTM

Announcements: none

To complete the quorum, the Chair voted during this meeting.

Pressing Member Concerns: Diane McWhorter spoke about Diversity awareness. Although the Mission Statement is strong, issues may come up, especially when we return to a full market. She made a request of all in leadership to do a deeper study of diversity issues including racism and cultural appropriation. She just wants leaders to be well prepared for any future discussions and to be aware of the large cultural changes taking place.

Agenda Review: no changes

\*\*\*Motion: Approve the agenda (Gary/Shannon) 6-0-0

Approval of Minutes: correction: Shannon's name was misspelled.

\*\*\*Motion: Approve the minutes of 11-4-2020 (Shannon/Gary) 6-0-0

Administrative Report: Kirsten gave the report: SM20: Saturday Market ended on November 14<sup>th</sup>. The Reserve Member check-in by Thursday of each week worked really well this year; considering making this a permanent policy going forward. Census through November 14<sup>th</sup>, 2020 attached.

Discussion: The during-the-week check-in saves time in the mornings as all the envelopes can be pulled and ready. It seems a big change that would affect those who make their decisions at the last minute, but if there were no penalty attached, they might be able to get used to it over time if it were phased in. If they checked in before 8:30 they could still get their reserve booth. A straw poll showed Board members ready to vote, but with so many members not currently selling, it would be worth getting more input. A member survey might help find out what problems might have occurred for some, putting the vote off until the next meeting.

SM21: Farmer's Market potential relocation due to construction: would like to make a proposal to them to locate some of their booths on the outside perimeters of Park Streets to avoid another conflict over closing 8th Street.

Discussion: They might have to align their hours with ours for safe opening and closing. A traffic lane could run down the middle for both markets to load in from, and then be closed at 10:00 and opened at 4:00. It would not be good to argue with them over 8<sup>th</sup> as has been done in the past, as it caused damage to the relationships between the market members.

\*\*\*Motion: Grant the GM permission to create a proposal to the Farmers Market to accommodate them on Park Streets during their construction. (Shannon/Gary) 6-0-0

HM20: Holiday Market began November 21<sup>st</sup>. Opening Weekend was a success – chilly but plenty of shoppers. Decorations looked good and the Lane Events Center Banners were installed on Oak St. ADMINISTRATION: Sent Final Report to Oregon Cultural Trust Grant demonstrating usage of funds for time period of July 16th – December 1st, 2020 on November 24, 2020. Still waiting for formal instructions on getting the \$30k PPP money converted to a grant. Submitted the documentation in July 2020 but was told to wait until the Government determines the grant parameters. Instructions were expected mid-November. Still no news. Received the grant check from State of Oregon COVID Relief grant in the amount of \$24k, no documentation required.

Election Tellers: Mary Newell – Head Teller; Diane McWhorter – Observer/Secretary of the Board Certifier. Due to COVID it has been difficult to get tellers since this has to be conducted in person in the office. Tym agreed to join them for the required three.

Office hours will change as follows:

December (after final market 12/19/20): Office open 12/22/2020-12/23/2020; Office closed 12/24/2020-1/1/2021

January: Office Open 1/5/2021-1/8/2021; Office Closed 1/12/21-1/29/2021

February: Office opens 2/2/2021

Kirsten will be on vacation from January 11th – 29th, 2021

\*\*\*Motion: Approve the Administrative Report (Shannon/Len) 6-0-0

Advertising Report: Vanessa reported that all social media stats are still growing. Thanks to Daniel Conan Young, we have a beautiful hand drawn Holiday Market poster. We hired Cascade Couriers to hang 100 around Eugene. KEZI spots are running on Fridays, every hour, five second spot to remind people that we are open outside this year. We have gotten a great amount of free press in the Register Guard and the Eugene Weekly. We have been listed in newsletters too including the Chamber of Commerce and BRING Recycling. KEZI did a wonderful job of showing off the Market on opening day. We also had a radio interview on KLCC. We may see more video cameras from the news around the Market since we are the only holiday event that will continue into December.

The Downtown Eugene Marketing group is also advertising Holiday Market. They are very excited to have us open on the Park Blocks this year. We have two ads coming out in the Eugene Weekly including the one that ran for Small Business Saturday. The other ad will land on Dec. 10th.

We began the process of taking payments for the Saturday Market 2021 guidebook. We may find that we have a lack of participation at this point since it's hard to tell what next year will look like. We will proceed as usual until February; if there aren't enough ads to proceed, then we will likely postpone the deadline. We plan to print fewer guidebooks. If we don't have enough people interested, then we will cancel the guidebook and focus on printing one for Holiday Market 2021.

We will begin to process the budget for 2021 advertising in early February and will start booking ads by early March.

\*\*\*Motion: Approve the Advertising Report (Gary/Len) 6-0-0

Treasurer's Report: Tym reported on the October financials. Income was 32% lower than budgeted for SM and 65% lower for HM but grants made up the difference to get to a net year-to-date increase. Expenses are being kept low, well under budget.

\*\*\*Motion: Approve the Treasurer's Report (Shannon/Anna) 6-0-0

Committee Reports: none

Old Business: none

New Business: Open Discussion: Plans for next year are to open in April, most likely still with the 50% capacity plan. Hope to have a full market by July and an indoor HM. Next month staff will report on 2020. The March Board meeting will be the time to make decisions.

Reserve spaces won't change until things return to normal, for instance, spaces currently not being used by their BHOR won't be released to be reserved unless their owners give them up and a regular process can be used. That is unlikely until the pandemic is over.

Closing at 4:00: This continues to be asked for by members. It will probably have to happen to accommodate the Farmers, but it is a big change for SM and ought to have more input by members, including the Food Court. A survey will be held.

The construction plans for a restroom on the West Block might affect any plan that is made for Park Streets.

Meeting Evaluation/Last Round: members were positive about the discussions and ideas and are getting used to the GTM format. Very appreciative of staff.

\*\*\*Motion: Adjourn (Shannon/Anna) 6-0-0 6:40 pm