

Meeting held by Go-To-Meeting and in person

Attendance: Rachell Coe, Anna Lawrence, Gary Becker, Shannon Lee-Hutson, Tym Mazet,
By GTM: Linda Lamb, Chuck Roehrich, Ritta Dreier Recorder: Diane McWhorter (GTM)

Staff: Kirsten Bolton, AJ Jackson, JJ Hendrix (GTM), Vanessa Roy (GTM)

Guests: Len Gould, Jan Speulda, Teresa Pitzer, Thunderstar

Introductions and Announcements: No announcements

Seat New Board Members: Elected: Teresa Pitzer, Len Gould, Jan Speulda

Welcome new members, and thanks to Tym and Ritta, and Colleen for their service.

Pressing Member Issues: Gloria Yep asked if Thunderstar (her mother) could be named Booth Holder of Record for her booth #186 on the Park Blocks, due to medical reasons. They had been sharing it but she was injured and can't sell regularly.

***Motion: Accept the request (Anna/Shannon) 8-0-0

Agenda Review: as written

***Motion: Approve the agenda (Teresa/Anna) 8-0-0

Minutes Approval: Minutes of the June 3rd meeting

***Motion: Approve the Board minutes (Anna/Len) 6-0-2(Jan, Teresa)

Administrative Report: Kirsten reported that Saturday Market is up and running (as of June 13th.) Opening Day was successful, and member attendance is going up, with 59 the first week and 92 the second. Received the Fire Permit. Membership is at 421 members as of 6-26-2020. We picked up a lot of renewals after the Board approved the 10 points for all members that have renewed by June 13th, 2020, due to the Market not being able to hold markets for 10 Saturdays. Approached the City of Eugene for rent relief for the 10 missed markets this season. They approved it. This saves \$1562. Census through June 20th attached.

HM20: Lane Events Center. HM Committee was recommending reducing HM20 dates. Reducing dates this year won't affect dates next year. No extra space is available. She asked about reducing the rent, asked about cost to do it in the Parking Lot. She approached the City of Eugene for permit to hold Holiday Market at the Parks Blocks this year.

Administration: Kirsten will be taking July 21-23rd off. She is submitting a letter to City of Eugene exercising the 90 day cancellation clause on our Personal Services Contract for management of the permit program. The operating account will run out of money in October to pay our management fee. The City waived Café Seating fees through October and this is one of the largest revenue generators for the program. This will help begin the conversation about our future role in this program. The City will

need to fund the operating account until the program rebounds for us to continue to manage this program.

***Motion: Approve the Admin report (Teresa/Shannon) 8-0-0

[Recording stopped for about five minutes.]

Advertising Report: Vanessa reported that SM has come back strong on social media. The first Saturday had more engagement than normal. We are outpacing ourselves from this same time last year. We also are outpacing ourselves from our opening days over the last two years. I am focusing on images of products and members in masks. All crowd shots are deliberately showing shoppers in masks spaced far apart.

We collaborated with the Farmer's Market on social media for our first opening day. We are also collaborating with the Oregon Country Fair. I checked out the Fair in the Clouds app that they are developing. It's a neat video game type of experience. They are still working on details on how it will work. At this time, I'm going to set up the virtual booth with pictures from last year's booth.

We archived all the members that sold the first two Markets, and added pictures of every booth to our Flickr page. The member portal and profiles and the new database with the interactive map are great assets this year.

***Motion: Approve the advertising report (Anna/Gary) 8-0-0

Treasurer's Report: Tym reported that there was no income in May 2020 except for the PPP, so payroll was reduced, all entertainment and advertising was cut, and so were the durables and composting programs. The net income was in the red and budget goals were not being met. All expenses are being kept to a minimum. The anniversary party was canceled.

***Motion: Approve the Treasurer's report (Len/Teresa) 8-0-0

Committee Reports: Holiday Market: Rachell reported on the latest discussions about possible solutions. The recommendations to reduce days (eliminate days before the Friday of Thanksgiving weekend) would not be enough to afford the LEC. The down payment is due August 28th, and payments would have to be made without knowing if the show could be held. Booths would have to be spaced widely apart, there could be no booth sharing, and there would be no entertainment or tables. The Atrium would be available to rent except one weekend. Extra staff would be needed, and attendance would have to be controlled. There is no guarantee events of that size would be permitted. Selling in the Park Blocks is in discussion. The Budget Committee made a set of recommendations in their report.

Recommendations included: Carry forward Holiday Market earned points from 2019 and Booth Holder of Record status to 2021, new member earned points from 2020 to 2021.

Budget Committee: Tym reported that the reserves would not cover the costs of the LEC HM without the usual 99% occupancy. They recommended not using the LEC, but holding the HM on the Park Blocks, perhaps on Saturday and Sunday, with a reserve fee of \$40 and a daily fee of \$15 plus 10% (\$10 plus 10% for 4x4s.) If that market is shut down, no money is lost and the organization is more flexible. Reserves and savings need to be saved to open the next season so the organization doesn't go bankrupt.

If case levels continue to increase, the Market may not be continued. Nothing is for certain. Members who responded to the first HM survey did not want to sell outdoors. Big tents at the Fairgrounds with heaters inside could be a better option, as there is parking, too. Many people will not come downtown. Members don't generally sell well on Sundays. Security isn't adequate downtown so set-up would have to be done each selling day. Special Friday night markets might be possible, but still would require packing out. New heaters are permitted and LED lights will be cost-effective. Pre-ordering can be done online through the database, to shorten the amount of time customers would be out in the weather. Some large tents could help. Education will help. Giving the history of the first fifteen years before the Fairgrounds was used will help. There are many ways to make it work. Umbrellas could be distributed. The map could be redesigned and spaces reserved in point order by the interested members or a lottery could be used.

Another survey will be done to convey more information about the costs and reality of the choice. The HM Committee meets July 14th and can supply additional recommendations. The decision can be made at the August Board meeting. The farmers are waiting to see what we decide.

***Motion: Approve the HM Committee minutes with the motions seen as advisory (Teresa/Jan) 8-0-0

***Motion: Approve the Budget Committee minutes; the motions are advisory. (Teresa/Shannon) 8-0-0

Old Business: none

New Business:

Saturday Market Challenges: Check-in is much faster than it used to be. Pre-registration is possible but the spontaneity of the booth allocation is fun for many. It would take some time to get members on board for a change to pre-registration.

Check-in time: could it be moved to an earlier time? Requires change in staff set-up times, and notifying all members over a period of time. Some felt it was not a good time to change any policies or procedures.

***Motion: Change the reserve check-in time to 8:00 am. (Teresa/Shannon) 2-6-0

Can masks be made mandatory? The governor did not go far enough to do that outdoors.

Review Annual Member Evaluation: postponed. A subcommittee will look at it. (Rachell, Anna, and Shannon.)

Board Member Outreach: A member was not happy about the reserve fee decision (to not refund.) They weren't satisfied with the ten points. It is helpful to let members know how hard the financial situation is. Without a high level of member participation this organization would never work.

Meeting Evaluation/Final Round: lots of gratitude and thanks for good functioning.

Motion: Adjourn (Len/Gary) 8-0-0 7:15 pm

Next Meeting August 5, 2020 5:15-7:15 pm

