

Go-to-Meeting format (Kirsten, Tym, Gary and AJ were in the office)

Attendance: Rachell Coe, Anna Lawrence, Shannon Lee-Hutson, Teresa Pitzer, Gary Becker, Len Gould, Jan Speulda Absent: Chuck Roehrich, Linda Lamb

Newly Elected Board Members: Willy Gibboney

Staff: Kirsten Bolton, Vanessa Roy, JJ Hendrix, AJ Jackson

Other Participants: Tym Mazet

Recorder: Diane McWhorter

Announcements: Anna updated the group on Deb Huntley's progress.

Pressing Member Concerns: A thank-you card was received from Inge and Wolf Krebs.

Agenda Review: no changes

***Motion: Approve the agenda (Len/) 6-0-0

Approval of Minutes: no changes

***Motion: Approve the minutes from December 2, 2020 (Gary/Shannon) 5-0-1 (Teresa)

Seat New Board Members: It was decided to have public voting as the logistics of secret voting were difficult

***Motion: Seat Gary Becker, Anna Lawrence, and Willy Gibboney as new Board members (Len/Shannon) 6-0-0

Election of Officers: Chair

Nominate Anna (Jan) accepted

Nominate Rachell (Teresa) accepted

Vote totals: Anna 2, Rachell 4 Rachell will continue as Chair until she terms off in June

Vice-Chair:

Nominate Anna (Teresa) declined

Nominate Willy (Teresa) accepted

Nominate Jan (Anna) declined

Nominate Shannon (Rachell) accepted

Vote totals: Willy 5, Shannon 1 Willy will be Vice-Chair

Secretary: Nominate Diane (Anna) 7-0-0

Treasurer: Nominate Tym (Rachell) 7-0-0

Personnel Committee: The Chair and Vice Chair serve in those same roles on the Personnel Committee. Present members include Anna, Shannon, and Tym

***Motion: Appoint Anna, Shannon and Tym to the Personnel Committee 7-0-0

Budget Committee: Present members: Dru Marchbanks, Lynn Brown, Rachell, Shannon, Tym

***Motion: Appoint Dru, Lynn, Rachell, Shannon and Tym for Budget Committee (Shannon/Jan) 7-0-0

Set Retreat Date: didn't schedule a retreat

Administrative Report: Kirsten reported that Saturday Market will open on April 3, 2021. She is estimating that we will use the same 50% space model until at least June.

The Farmers Market will probably relocate for construction, and are weighing their options, presently favoring 8th and Pearl. She shared the proposal she offered for using the outside perimeter of Park Streets for their booths.

Holiday Market was a success, with favorable weather all five weeks. Members reported excellent sales.

Board Member Term Schedule attached. The office will be closed through January, reopening Feb. 2, 2021. Kirsten will be on vacation through Jan. 29th.

***Motion: Approve the Admin report (Willy/Anna) 7-0-0

Advertising Report: Vanessa agreed that Holiday Market was a win, and was fun and easy. She will start booking ads for 2021 in late February when the budget is known. Over the winter she will do some website upgrades to make it look more modern, adding a slideshow. The artisan directory and Facebook Marketplace will both continue throughout the year, and are moderated by Vanessa and JJ. She hopes to help more members get their profiles filled with photos in the coming year to increase participation.

***Motion: Approve the Advertising Report (Gary/Teresa) 7-0-0

Treasurer's Report: Tym reported on November 2020 financials. Revenue and expenses were both lower than budgeted, as has been consistent throughout the year. The net income and YTD net income were both high but the fiscal year does not end until March 31st and winter expenses will use some of the funds.

***Motion: Approve the Treasurer's report (Len/Anna) 7-0-0

Committee Reports: Budget Committee: The Budget Committee made several recommendations to the Board.

Recommendation: Recommend staying with [the current plan] in 2021.

***Motion: Accept the Budget Committee recommendation staying with the current health insurance plan (Shannon/Len) 7-0-0

Recommendation: a \$2 fee increase for 8x8s starting in 2021 for a total of \$15 for each 8x8;
Recommend no fee increase for 4x4s.

***Motion: Accept the Budget Committee recommendation for a \$2 fee increase for 8x8s and no increase for 4x4s starting in 2021. (Willy/Jan) 7-0-0

Discussion: The loss of the contract for city services means a significant income decrease which must be made up. The Committee did look carefully at all options. Food booths are included. The 4x4s are considered the low-income alternative for those who cannot afford the 8x8 fees. Increasing the booth fee instead of the percentage or other fees is regressive in structure; low earners pay a higher portion of their sales totals than higher earners. Other options such as reserve or membership fee increases were examined but in the current pandemic situation those would not generate as much income, and raising the percentage fee is subject to the honor system and is unpredictable. Donations have helped this year

but are not predictable, and it is hoped that the Kareng Fund might be able to help some members who are struggling (the KF funds career-threatening crises, but not chronic poverty situations.) Many spoke in acknowledgment that Saturday Market will still be an inexpensive place to sell, and many were willing to donate to some kind of scholarship program. The staff is willing to work out payment plans for those who have low sales and struggle to pay fees.

Recommendation: a 2% booth fee increase for Holiday Market 2021. Schedule attached to report. This was actually put in place for 2020 but not used.

***Motion: Accept the Budget Committee recommendation for a 2% booth fee increase for Holiday Market 2021. (Len/Shannon) 7-0-0

Recommendation: Recommend the following dates for Holiday Market 2021 at the Lane Events Center: November 20-21, November 26-28, December 4-5, December 11-12, December 18- 19, and December 23-24.

This recommendation will be forwarded to the Holiday Market Committee and the two committee recommendations will then be brought to the Board. It fits to the calendar, is 13 days, and was trimmed to make sure it will work without any days that would be hard to sell.

***Motion: Approve the Budget Committee report (Teresa/Shannon) 7-0-0

Old Business: none

New Business: Saturday Market Reserve Member Weekly Check-In Policy: The survey showed out of 84 responses; 73% said yes and 26% no. The check in by Thursday saves a lot of staff time in preparing the labels and envelopes for all reserve members, as only those who checked in will be prepared. This also saves money on materials such as the labels and envelopes and speeds up the morning process. There won't be a penalty for arriving without checking in, or for canceling, as long as the member does that by 8:30 am, so last-minute decisions will still be possible. The small number of members who don't use email can contact by phone. The advance check-in also makes the interactive map more useful for customers who are looking for specific booths or items. It is a big change for some but it has been working well this season.

***Motion: Approve the requirement for Reserve members to check in weekly by Thursday of each week of Saturday Market. Reserve members can cancel by 8:30 am every Saturday without penalty. (Jan/Anna) 7-0-0

Saturday Market Hours: The survey asking about closing at 4:00 pm got 176 responses; 83% said yes and 16% no. This change has been requested for years and the time seems ideal to make it. Some community-building time is lost at the end of the day when members tend to have time to network or shop, but there have been many complaints about waiting until five and some pack early. No one will be prevented from packing slowly to accommodate customers who haven't heard about or adjusted to the earlier time, which may take a few years to fully reach the community. Communicating the earlier closing for HM wasn't a problem for most and the public seemed to catch on fast. The Farmers' Market closes at 3:00.

***Motion: Change the Saturday Market Park Blocks season hours from 10am – 5pm to 10am -4pm. (Jan/Anna) 7-0-0

Annual Work Plan: Kirsten shared the work plan that guides the office in scheduling all the activities and requirements of the year. This is a working document and subject to change.

***Motion: Approve the Annual Work Plan (Willy/Jan) 7-0-0

General Manager Evaluation: Board members and Committee Chairs are required to evaluate the GM and other committee members may be invited. The forms will be sent by email and must be returned to the office by Feb. 3rd. Make sure to mark the envelope "Attention: Personnel Committee" so it remains confidential. The PC will meet to conduct the evaluation and will schedule an Executive (closed) meeting after the March Board meeting to bring the results to the Board and take further actions.

There will not be a Board meeting in February.

Meeting Evaluation: many positive comments and gratitude to all.

***Motion: Adjourn (Len/Gary) 7-0-0

Next meeting March 3rd, 5:15 pm.