

Attendance: Colleen Bauman (chair), Deb Huntley, Owen Van Hooser, Sue Hunnel, Anna Lawrence, Caroline Dunn, Ritta Dreier, Jan Bullock, Teresa Pitzer  
Excused: Elizabeth Eisenman

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Guests: Jennifer Hoover

Introductions: Around the table, with one word of affirmation about Opening Day

Colleen: prosperity

Diane: belonging

Beth: anchors

Jan: fun

Ritta: integrity

Caroline: simplicity

Anna: enthusiasm

Sue: friendship

Owen: poignant

Deb H.: energetic

Lynn: profits

Kim: teamwork

Teresa: beautify

Jen: balance

Announcements: More books for the library: Made to Stick, Coaching the Artist Within, Higher Creativity, The Tipping Point.

Small world department: Anna bought a sewing machine from the father of another member.

Meeting Etiquette: Colleen is putting together a poster/document. If you have any thoughts, let her know.

Agenda Review: Note that estimated time limits have been assigned as a guide. No changes.

Pressing Member Issues: none

Minutes Approval: meeting of March 6, 2013

\*\*\*Motion: Accept the minutes (Teresa/Jan) All in favor

Committee Reports: Standards: Lynn reports on the March 20 meeting. Three full-committee screenings were done, two were sent back for more certifications. A feather kit was reviewed and approved as a finished product. The Animal Treat guideline was clarified regarding meat and meat byproducts (require a certified kitchen). A discussion of Body Care Products was begun and will continue. A question about face paint clarified that face painters and henna appliers do not need cosmetician licenses. Next meeting April 17.

\*\*\*Motion: Approve the Standards Committee Report (Ritta/Jan) All in favor

Holiday Market: Jen reported on the March 13 meeting. The work and meeting schedules were adjusted back to previous year's schedules. The committee reviewed the budget and schedule for the event. They discussed increasing the fee to share booths, as it is only \$5, when \$5 per day is more in line with costs, and there are many services included in the process. Sharing contributes to the unsold booths in the first week. They reviewed the promotions plan for last year and shared ideas for changes, and will continue the discussion at the next meeting on April 10.

\*\*\*Motion: Accept the Holiday Market report (Teresa/Anna) All in favor

Promotional Plan Overview: Kim went over spreadsheets showing all of the ad purchases in the Weekly, Reg. Guard, Emerald, TV stations, and Radio, etc. She explained her choices and some new ideas for targeting customer areas we need to reach. There are other types of promotions that don't cost money, but develop from the relationships cultivated by our staff, such as recent referrals of woodworkers and clothing makers to Eugene Magazine. She also sends customer newsletters by email and has a new idea for refreshing the blog. The website architecture needs work so it will display better on iphones. Rack cards, social media (Facebook, Twitter, Tumbler, etc.) and other regular appearances in the media support our sales. Anna recommends the Roseburg Sign dancer. (others disagree). Wrapping the Bucks is intriguing...maybe they would be tie-dyed.

She will be making a new TV ad this season. Suggestions included looking into KWVA, the campus radio station, as it has wide listenership. Members might be willing to pay to advertise along with us. Our banners look great around the Park Blocks, so thanks to Ritta and Kim for getting that done. Our online presence, with our guidelines available, is really great. A round of applause for our Manager of Promotions, Kim!

Financial Review: Lynn, our Treasurer, presented our current financial status. We spent savings for the last two years to about \$9800 total. Our cash flow is tight, partly due to paying the Holiday Market contract early to avoid an increase. (It will go up in 2014). The money starts flowing in once we are open on Saturdays. There have not been many complaints on the fee raises. The changes in management of the Fairgrounds should not affect us. We all need to encourage members to sell even in marginal weather to help our bottom line.

Administrative Report: We have 333 members, slightly more than this time last year. Contracts and permits signed and completed. We signed the County contract for just the space the info booth uses. The City cut our rent from \$10,000 to \$5000 on Beth's request. The anchors for the fences were installed and the tents set up and pressure washed as a training exercise. Almost all of the site staff is new and not one has worked Opening Day, so a lot of preparation is going into the process this year. Help them out if they need it. Reports were attached from Vi, Kimberly and Joe on their job tasks for the month.

Members from the LCFM Board have requested a meeting with four members of our Board, and a team of Colleen, Beth, Lynn, and Owen was chosen. They will meet next week. Beth is clear that she cannot speak for the whole Board who will be making any

decisions that arise from the meeting. Beth and Colleen did meet with their Board President and one of their community members. They have a grand vision of an indoor, year-round 40,000 sq ft facility as a long-term project. They are exploring a move to Obie's site on 6<sup>th</sup> St. and are still thinking about closing 8<sup>th</sup> St. There was no reaction to our idea of using Willamette between 7<sup>th</sup> and 8<sup>th</sup>. Kesey Plaza and the Courthouse Plaza are also solutions that could be considered. Beth had sent a position letter to the City repeating the results of our task force research and positions from before. Our position is that the neighborhood relationships need neighborhood solutions and it is essential that our concerns be addressed. We are the experts on what makes our Market work. We're very happy that the dialogue between the two organizations is open again. Beth will keep us informed on the progress of the meetings.

\*\*\*Motion: Accept the Admin report (Jan/Teresa) All in favor.

Reserved Vendor Sabbatical Policy Draft: Sue outlined details of her idea to allow reserve vendors to take summer months (June, July, Aug., Sept.) off for other shows by paying a \$35 fee to substitute for the requirement to attend once per month. She and Beth determined that the per-day cost of one space is \$32.32. She anticipates that this would be used for one month at a time. You would have to apply in advance and get Board permission, and have at least five years of continuous membership. You would have to show a schedule of other shows or another good reason for the leave. There were objections to applying a point to the month, as paying for a point sets a precedent that may not be favorable, so that was taken out of the proposal. What is the difference between this and a Leave of Absence? LOAs are generally for a year, with booths being reserved for that year by another member. Booths would not change hands during a Sabbatical. The vacation month could cover this as well as employee days, but this would be an additional option.

Sue will return with a second draft.

Board Terms Adjustment: To correct the election of four directors at one time and get back to the bylaws requirement of three directors terms' opening at each election, Diane proposed making the alternate a director with full voting rights for one year, from 6-2013 to 6-2014, operating with ten directors. In 6-14 one of the expired terms would be eliminated, returning to nine elected directors. This would also fix the problem of having an alternate, and would not change any of the agreements we made in previous elections.

\*\*\*Motion: Between June of 2013 and June of 2014, the Board will be composed of ten directors in order to readjust the election schedule. (Teresa/Jan) All in favor.

\*\*\*Remove the Alternate from the Bylaws. (Jan/Anna) All in favor.

Beth will bring bylaws rewrites for the Board's review at the next meeting.

Meeting Date Change: We changed the date of the September meeting to the following Wednesday, Sept. 11.

Appointment to Personnel Committee: Jan is interested and has agreed to wait until the staff evaluation process is finished.

\*\*\*Appoint Jan Bullock to Personnel to begin in May. (Teresa/Anna) All in favor.

Meeting Evaluation: We like the staff work reports. The time limits seemed to work. Thanks to Kim for the presentation. Committee reports could be shorter, especially if everyone reads their packet in advance. It does serve to discuss things with guests who don't read the reports in advance of the meeting.

\*\*\*Motion: Adjourn (Ritta/Anna) All in favor 7:50 pm.