

Attendance: Colleen Bauman (Chair), Anna Lawrence, Sue Hunnel, Dave Lee, Paulette Richards, David Hascall, Dennis Westfall, Cecile Haworth Excused: Teresa Pitzer

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Guests: Lynn Brown, David Duckett

Introductions and Announcements: Welcome to new Board members Dave Lee, Paulette Richards, and Cecile Haworth. Slug Queen Coronation Friday night.

Asked to introduce themselves with an idea for how they would spend the 10% of a \$10 million lottery win, the members and guests suggested: Buying the law office building next to the Market; putting a cover over the whole lot; make a donation to the Kareng Fund; contribute it to the Farmers Market building fund; make a permanent, improved stage and area behind; move to the EWEB development; build a dome with air conditioning; start a Market-owned workshop space for artists; buy property for the office; an arts education project for teaching new people to make stuff; lots of little improvements such as customer seating, more durables such as plates with dishwashers, loaner umbrellas, etc.; invest in property; structure, provide grants and microloans; permanent food booths with grills, lights, drains, etc.; a nest egg of \$5 million to use for operating costs; an endowment.

Pressing Member Issues: none

Agenda Review: Add to New Business a discussion of “Welcome Committee/ Mentorship” Change date on packet agenda to correct one. No objections. (No motion to approve was made.)

Approval of Minutes: Minutes of June 6, 2014.

***Motion: Approve the minutes of June 6 (Anna/Dennis) All in favor 7-0-0

Administrative Report: Beth reported that we have 489 members. Lots of bills were paid, including the rent for the Fairgrounds first payment. The budget is tight. Needed 3500 more forks. Moving the info booth caused some expenses for power, etc. We haven't been turning away any vendors who are able to sell in a 4x4 space. Holiday Market booking is proceeding. The City contract is still in negotiation. The City has added porta-potties on the Park Blocks, using the two accessible units we use, but they will have to clean them on Saturday morning to honor our contract (we pay \$15,000-plus for our toilets). Kimberly has been deeply involved in issues surrounding the food carts and Kesey Plaza. There is some lack of support from the activist community for our efforts to close the selling at the FSP, but we have support from the City and the EPD. Three member requests for point relief for HM were included. Beth would like to buy a new banner for Oak Street. Kimberly and Craig both acted above and beyond their job descriptions in solving an after-hours issue on the Park Blocks. There is a letter to the Board concerning the Standards proposals which will be forwarded by email.

***Motion: Accept the Admin report and approve the three member requests as recommended by staff (David H./Dennis) All in favor 7-0-0

Marketing Report: Kim reviewed some of her work over the last two months: Website update, Beautiful Booths of the month, photo gallery, entertainment listings, etc.; New Rack cards, over 12,000 distributed; new postcards, assisted members in making business cards and sales materials; Facebook, Twitter and Pinterest, Instagram, and YouTube, postings, plus blog posts; Email newsletter; spun the stabbing incident away from Market; Social Media Socials; Regular EW and RG ads; 300-kid flash mob in the food court; vendor coupons for Plein Air Paintout; collaborated with downtown businesses in coupon book, passport program; HM applications and web services. Travel Lane County spearheaded the effort to bring more track-related visitors downtown, which worked well. Suggestion to promote through sales at the EMU (members are encouraged to take promo materials wherever they sell.) Sign up for the email newsletter and promote it on FB.

***Motion: Accept Kim's notes for June and July (Anna/Sue) All in favor 7-0-0

Kimberly's notes: Work on the permitting program: Activity permits, Café seating, sidewalk commerce, food carts, and sidewalk signs: maintenance and meeting with new and potential participants and event organizers. Meetings with City staff to establish terms and structure for programs; providing info regarding Administrative Rules and fee structures in the DAZ. SM tasks: inventory, customer service, Tuesday Market admin, making up new BOD binders; data entry; filing; New Member Orientations; various office tasks and organization.

Committee Reports: Holiday Market: David H. gave the report from the June 12 meeting. Reviewed the postcard and application materials; Changed the load-in times to 12-7 (from 2-9) except the first weekend which will be 12-9. Added strength to the Booth Structure language regarding overhangs and extensions into the aisles, and added Lights to the Scent and Sound regulations; E-cigs and Vaping were added to the No Smoking regulations. Changes will be highlighted in red on the website. Discussed the Accessible parking space use and signage; Planned for the Art Bags promotion by ordering 100 bags (enough for 4 years). The backdrop replacement is proceeding with research into new materials. Next meeting is August 13, 4:00 pm.

***Motion: Accept the HM minutes as posted (Dennis/Anna) All in favor 7-0-0

Standards Committee: Beth reported on two meetings, June 18 and July 23. Tasting of a new product led to advising the maker to consult food specialists at the Lane Small Business Dev. Ctr. Another was approved with an exception to Item #5 on refrigeration. Discussion of giclee prints resulted in the failure of a motion to require stretching by the artist. Some wording in the Prepackaged Food Guidelines was clarified. At the July meeting several members were screened and a discussion was held regarding a long-distance look at some longboard decorating. The artist was approved for temporary sales until she can appear in person in August. Art Reproductions on garments was discussed at length, and a second change in Jewelry was proposed. Equity in standards was commented upon.

Proposed guideline changes were discussed by the Board during the report. Board comments: Be careful about setting up grandfathering arrangements that set up longterm exceptions; Explore the differences between art and craft and the ways business incubators may differ for the two; previous banning of gathered minerals was done with minimum distress by careful timing; there is some discomfort with grandfathered non-compliant products; learn about the printing process to make a good decision about the best way to nurture our members and not make it harder for them to enter the Market. New members have been assisted by using items commercially printed with their art that they later learned to make themselves. There could be a transition time to use commercially printed products which would end with the member learning the techniques to do the work. The Jewelry restrictions are tied to perspective, as commercial charms seem acceptable at the entry level but not at the accomplished artist level, and there are similar concerns with the focal point issue. The committee carefully looks at each item to weigh the value of the artist's work as compared to the commercial components, and asks what the customer is purchasing. SM has a dual mission to be an incubator while advancing the artistry of members to its highest level.

***Motion: Accept the two sets of Standards minutes (Cecile/Dave L.) 7-0-0

Budget Committee and Joint meeting of the Budget and Food Committees: Lynn gave the report of the June 26 meeting and the joint meeting August 5. 2013 HM back fees are much more caught up than in past years (up 257%). Booth fees were up 1.8% over last year at that moment. Cash short/over was \$2.63 in total income of almost \$150,000 mostly due to the moving of the counting at the end of the day to the office. HM income is up but the fees are higher this year due to the rent increase, so spending will be higher as well. The joint meeting was on the subject of booth fees and the Honor System. By consensus, the budget committee recommended to the Board of Directors that the Market engage in a re-commitment to the Honor System which may include members signing that they will support and adhere to the Honor System of paying the base fee plus 10% of gross sales. The group drafted a possible statement of agreement to members informing them of the reasons we use the honor and percentage systems:

The Saturday Market is a private, non-profit organization whose purpose is to provide a gathering place for craftspeople, growers, performers and cooks to show and sell work which is uniquely their own. It is a market for professional artisans, as well as beginners aspiring to develop their skills. Saturday Market welcomes all regardless of race, creed, color, sex, religion, sexual orientation, age, nationality or marital status. The Saturday Market is self-sufficient and is funded by the percentage of fees paid into the organization by the members who sell each Saturday. All fees are re-directed back into presenting a world class public market where the Maker is the Seller.

The Board discussed this and related issues. Comments included: There could be backlash to questioning member commitment with a new statement to sign. People taking their envelopes early and packing early are also breaking the agreements. Some people find ways to rationalize the cheating on fees. Punitive solutions are not generally the best way to get agreement, nor is it good to foster members spying on each other. One effective technique in the past was for one member to write a letter encouraging others to be honest. It would be difficult to have fair enforcement of any punitive

measures. Booth fees are kept secret as a part of our organizational policy. No action was taken regarding the statement of commitment.

***Motion: Accept the Budget Committee and Joint committee reports (Dennis/Anna) All in favor 7-0-0

Personnel Committee: Colleen reported on the July 21 meeting. The job descriptions were updated for the GM and PM, and the evaluation forms were reorganized. The timeline includes asking Board members to review these changes at this meeting. Final forms will be available in August and early September for BOD members and other interested members. The October Board meeting will include an Exec. Session to review the evaluations. The Board was asked to nominate and approve two new members for the Personnel Committee. One would have at least a year of Board service and one would be able to serve for a longer period. Experience with jobs and personnel issues is desired.

Beth requested that \$500 be set aside for staff development for Kim in media production and purchasing. Kim would like to retain the personal relationships she has crafted with media buyers and ad reps, so rather than hire someone to do the work, she would like more education in how to do it well. Researching on her own would involve much more time and effort than a specific consultation with a professional in the field.

***Motion: Approve \$500 for professional development (Paulette/Anna) Motion passes, 6-1-0

It was suggested that the font size be consistent between the two job descriptions. Members are asked to continue to review the descriptions and forms. Approving the committee report will be approving the drafts of these documents.

***Motion: Approve the Personnel Report (Sue/Dennis) All in favor 7-0-0

Personnel Committee Nominations: Dennis nominates Paulette (she accepts). Cecile volunteers.

***Motion: Put Paulette and Cecile on the Personnel Committee (Dennis/Anna) All in favor 7-0-0.

Beth stated that she really appreciates the guidance of the Personnel Committee for many issues.

Old Business: none

New Business: Welcome Committee/ Mentorship: In past seasons some help was offered to new vendors in 4x4s but there was little response. Many members do help new and other members as a regular part of their day, and several reported on times they mentored others to good result. Booths are the product that Saturday Market sells, and less demand is a problem for us. The desire is to help new members succeed, and to help them discover what they might do differently for better results. Neighborhoods are natural areas in which to work, as all of them have a culture and society within their zones. Each Board member could take care of their zone. Other ideas include marking new booths with signs or balloons, making a survey form for them to fill out, giving a packet at the tenth market, making calls mid-week, asking "Would you like one of our mentors to contact you?" No action was taken.

Meeting Evaluation: Comments included: Sensing a shift, great meeting; everybody intelligent and thoughtful; really appreciate the value of Kim and Beth, always enjoy hearing from them. Smooth; impressed with new group, how they hit the ground running; glad to be back; fun; fifteen years is a long time to be manager, to get everyone on the same page; smart and articulate people; Keep everyone in the basket; Appreciating Kim for Find of the Day and Beth for moving the info booth so easily; So calm, so cool, so collected; Need a short break in a long meeting; Excited for Kim's staff development; needed more time, but let a few discussions run their course even though it took longer.

Motion: Adjourn (Anna/Dennis) All in favor. 7:40 pm