

Board of Directors Meeting Minutes Wednesday, August 6th, 2025, 5:15-7:15 pm

Attendance:

Board Members: Catherine Heising, Doug Robertson, Haven Sundstrom, Kyle Reallon, and Maia Bowers

Board Members on Zoom: Amanda Finegold, Ram Shucart and Sue Theolass

Members/ Guests: Allison Guillotis, Cody Chapin, Ben Maude, Craig Butler, Genevieve Mullins, Jessie Gustafson, and Kimberly Gladen

Zoom: Julia Garretson, Teresa Pitzer, Nome May, Jacob Young, Anne Starke, Alex Starke, Vincent LaRochelle

Staff: Kassie Ryall, Shannon Lee-Hutson, Silver Lee-Hutson and Sonia-Marie Ostendorf

Introductions and Announcements

Reading and Approval of Board Minutes: July 2nd, 2025

Partnered Solutions Update-Cody Chapin

BEM: Amanda Finegold

*****Motion to approve the amended minutes for July 2nd, 2025. (Maia/ Haven 6-0-0).**

Agenda Review/ Amend/ Approve

Reading and Approval of Board Minutes: July 2nd, 2025

Partnered Solutions Update-Cody Chapin

BEM: Amanda Finegold

Doug Robertson requests additions to the agenda:

- Pressing Member Concerns: Ben Maude
- Pressing Member Concerns: Craig Butler
- Archives and Governance Committee to new business
- Tabling BEM from Amanda Finegold

Partnered Solutions Report: Cody Chapin

- The website development is about 45-50% complete, which is good progress for the project timeline.
- Major focus on data management, bringing over active member data from the 20,000+ records.
- They've developed custom member management features like account info, booth assignments, etc.
- Upcoming work includes payment systems, point systems, email notifications, and staff communication.
- New features will include member dashboards, advanced member search, and a featured member randomizer on the homepage.
- Cody also mentioned exploring AI tools like Notebook LM to provide automated information to members.

Pressing Member Concern: Craig Butler

- He set up a photo tent near his booth to help vendors take product photos and has instructions on how to upload the photos. He's trying to make it easy for vendors to get their product images on the site.
- He mentioned creating a Trello board to crowd-source category suggestions from vendors, to help structure the product listings in a way that makes sense.
- He has three main challenges he sees for the website rollout: Getting vendors to add their data and photos, the actual rollout and launch plan, such as having a "sale" section in October to clear out old inventory, and the plan to drive customers to the new website once it's live.

Board Member: [Maia Bowers] Come to the next Town Hall Meeting to voice your thoughts on this to others who may have ideas on this matter.

Board Secretary Position:

Doug Robertson asks Anne Starke about interest in the Board Secretary position. She has not decided at this time. The Board Secretary position remains open, to be filled. Details will be advertised on Facebook and added to the weekly Newsletter until position is filled.

Maia Bowers suggests a write up or letter of interest for the Secretary position.

Governance Committee:

Governance Committee- Maia and Haven to be Co-conveners of this committee.

****Motion to nominate Maia Bowers as Co-convener for the Governance committee (Haven/Catherine, 6-0-1), Maia abstains.**

****Motion to nominate Haven Sundstrom as Co-convenor for the Governance committee (Maia/Catherine, 6-0-1), Haven abstains.**

****Motion to nominate Genevieve Mullins for Governance Committee member. (Maia/Haven, 7-0-0)**

****Motion to nominate Negar Tahmidi for Governance Committee member. (Maia/Haven, 7-0-0)**

Maia suggests holding off on a decision to nominate Ash Robinson for the Governance Committee until additional information is provided regarding last session's concerns.

The Governance Committee is hoping to start up in September 2025.

Treasurer Report: Kyle Reallon

- Revenues have grown faster than expenses so far this year, improving profit margins from 12% to 17%.
- There are still efforts underway to recover around \$16,000 in late fees that were owed. This is an ongoing process with some write-offs needed.
- The new policy of capping outstanding balances at \$300 per member should help curb the late fee issue going forward.
- The Treasurer noted that September and October tend to be slower months for the market, so cash flow may be tighter during that time.
- Overall, the financial position of the market seems to be improving, with higher revenues covering increased expenses.

****Motion to approve Treasury Report: (Maia/Catherine 6-0-0)**

Administrative Report: Shannon Lee-Hutson

- We are currently at 547 Members
- 2023 Taxes are finished and filed; 2024 taxes will be finished and filed this month
- First step in the Migration process is to complete: our emails (outlook) and our Office 365 have been transferred successfully.
- Partnered Solutions current expense break down (see attached)
- We have installed high speed fiber internet and are waiting on a piece of equipment and then we will cancel Comcast.
- Met with Dan Budd from FOOD for Lane County at their facility on West 11th on July 23rd and got to tour and discuss contracting them for dishwashing and storage space.
- The launch of our upgraded durables program will begin soon as we are set up.
- Change in board packets (as directed by board)
- We have 2 handouts regarding the protesters and how to respond to them.
- Facebook Member's Page: Group rules and violations/FB is not an official form of communication for the Organization. Continued violations.

- New Facebook Moderators
- I request that the board request the member administrator of the Facebook “(UNOFFICIAL) Eugene Saturday Market member’s page” be renamed or removed.
- Volunteers serving on committees should follow the rules for meeting etiquette and those rules should be enforced to create a safe and welcoming space for volunteers to feel comfortable and excited to be a part of the organization.
- The Holiday Market forms on the website have been updated.
- Holiday Market non BHOR Due Date: August 15th, 2025.
- Food Court HM25 contracts due by September 6th, 2025.
- Sonia is booking BHOR HM 2025
- Changing HM25 Member Services hours to be on event days only. Extending HM25 loading and unloading times. Reducing staff and increasing services.
- Every Member booked for HM will receive a color-coded packet with their booth information, as well as load in/out procedures, parking info, rules, and regulations, hints and tips, and of course, dress up days.
- HM25 Family picture day- Sunday Dec. 7th, Annual Meeting-Sunday Dec, 14, Pottery Smash- Sunday Dec. 21.
- Town Hall Meeting to be scheduled for Thursday, September 18th, 2025, 4:30pm-6:30pm at the Farmer’s Market Pavillion.
- We have compiled a list of 5 accounting firms to investigate, interview and prepare to recommend to the board.
- Halloween, October 25th, streets will be closed.
- \$10,000 CD at WaFD matured July 15th, 2025, and was rolled over into an 11-month term at a 4.1% rate.
- New site crew position
- Prep for Advertisement for a new AM has been delayed until further review by the budget committee.
- Chris Cavalucci is applying to become the Member Liaison. He is currently learning the responsibilities of the position and getting some training.
- July stats: Averages Craft: \$29.28, Median \$19.90, Food Court: 119.58
- Booth fee Increases to \$20.00 for 8x8 and \$10 for 4x4 went into effect June 28th, 2025.
- Extra income calculated as increase of BF (July) \$3579.00.

Action Required:

1. Direct the group’s current administrator, to rename/remove the New Eugene Saturday Market Member’s Facebook Page, as it is not affiliated with The Saturday Market and has no standing to use the name. It causes confusion for members: past, present and incoming.
2. Enforcement of policy of meeting etiquette in Committees and Board.

Member: Raised questions about the status of Shannon’s previous grievance and whether it had been resolved. Shannon clarified that it was still ongoing.

*****Motion to Approve Administrative Report for August 6th, 2025, (Haven/Maia 6-0-0).**

Advertising Report: Renee Thompson

- 62 followers increase on Facebook and 150 followers increase on Instagram.
- 34 new Google reviews over the past month, maintaining a full 5-star rating.
- Upcoming HM pre-planning stage, reaching out to established media partners like Eugene Weekly and the Daily Emerald.
- We have decided not to allocate any advertising budget to Meta (Facebook/Instagram) or Twitter and instead focus on supporting local radio stations and publications.
- There was no major new advertising initiatives reported, as the focus has been on Holiday Market pre-planning and maintaining existing marketing channels.
- We suggest keeping some advertising strategies and plans confidential to preserve the element of surprise and avoid competition copying ideas.

*****Motion to approve Advertising Report for August 6th 2025, (Maia/Haven 7-0-0)**

Budget Committee

*****Motion to approve Budget Meeting Minutes for July 2025, (Maia/Haven 6-0-0)**

HM Committee Meeting Report

Member: [Vincent LaRoche] The Holiday Market Committee had drafted a "Member Courtesy Pledge" that they were asking the board to approve. The pledge outlined expectations for committee member's behavior, such as speaking respectfully, listening as an ally, and representing the market appropriately.

Vince commented about how the committee chair had violated the pledge multiple times, with no consequences.

Due to the concerns raised by Vince about the lack of discussion and enforcement around the pledge, the board decided to table approval it until a committee representative could be present to provide more context.

There was no further discussion from other board members about the specifics of the member courtesy pledge or their thoughts on it.

Sustainability Committee Report

*****Motion to approve the Sustainability Committee meeting minutes for May 15th, 2025, (Catherine/Kyle 7-0-0).**

Pressing Member Concern: Ben Maude

- Ben expressed frustration that there are often empty spaces in the food court that don't get filled, even though he believes there is opportunity for growth and new vendors.
- Ben offered to get more involved with the food court committee to try to understand the process and advocated for opening more spaces for new vendors.
- The board acknowledged the challenges with the food court structure and the desire to maintain it as an incubator but recognized the need to find ways to create more opportunities for new food vendors. Maia and Haven Suggest that Ben join the Food Court Committee.

Pressing Member Concern: Allison Guillotis

Allison Guillotis raised several pressing member concerns.

1. Allison expressed concern that we currently do not have a Board Secretary. Allison cited Article 6 Section 2 and the delegation of duties should be by a member of the Board or a member of the Corporation. She believes that staff is not to be delegated the Secretary duties. (re: Kassie our notetaker) " Not that I don't think she's doing a great job, because somebody has to authenticate the records, and I've had an issue."
2. Original pressing concern: May 7th pressing member concern was addressed and the minutes were amended in June but not posted to the website.
3. The Board Secretary is a mandatory position for a non profit Board.
4. Membership needs to be notified
- 5.

Pressing Member Concern: Kimberly Gladen:

I am concerned about the negativity and hostility I have been seeing in the market community, both online and in-person. The market has become a dark and toxic environment, which is very stressful. In the past, the market had a joyful, family-like atmosphere that attracted tourists, but now all I see is rudeness, aggression, and misinformation being spread. I worry about this driving people away and undermining the positive spirit of the market. I don't know what can be done about this, but I wanted to voice my concerns about the harmful changes I have observed.

Old Business

- Legal Services: We are not yet in a financial position for legal services at this time.
- Election Tally Post Policy: The board has decided to table the decision to the next meeting, as they want to do more research on best practices for posting election results.

New Business

Volunteer of the Month

*****Motion to nominate Anne Starke as the Volunteer of the Month of August (Maia/Sue, 6-0-0)**

Meeting Evaluation

Allison Guillotis: Regarding the organization's corporate structure, Allison stated that based on her research, the Saturday Market is registered as a mutual benefit corporation in Oregon, not a 501(c)(3) nonprofit. She wanted clarification on the organization's legal status.

Board Member: [Maia Bowers] When Allison brings up issues, it often comes as a surprise to the board because the information is not provided in the board packet ahead of time. We would like to see more advance notice of agenda-items so the board can prepare a more meaningful response to any concerns anyone might have.

*****Motion to adjourn the August 6th, 2025, Board of Directors meeting, (Maia/Catherine, 6-0-0).**