

Board of Directors Meeting Minutes
Wednesday, September 3rd, 2025, 5:15-7:15 pm

Attendance:

Board Members: Amanda Finegold, Catherine Heising, Doug Robertson, Haven Sundstrom, and Maia Bowers

Board Members on Zoom: Dani Marks Fife Ito, Sue Theolass, Kyle Reallon

Members/ Guests: Dara Robertson, Allison Guillotis, Shellana Moller, David Dickinson, Jessie Gustafson, and Kimberly Gladen

Zoom: Julia Garretson, Diane Rivas, Anna Lawrence, Jenna Vannest, Jaccalyn Korv, Sarah Smith, Kat Franken, Jacob Young, and Richard Harnsongkram

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

Introductions and Announcements

The Standards Committee chair announces that the Standards Committee has no reports at this time.

Agenda Review/ Amend/ Approve

*****Motion to approve amended agenda for September 3rd, 2025, (Sue/Maia 6-0-0).**

*****Motion to postpone approval of BOD Meeting minutes for August 6th, 2025, (Maia/Amanda 4-2-0 Dani/ Catherine).**

Halloween Downtown Coordinator- David Dickinson

- Spider Tunnel to have better flow of walking traffic
- Create a platform for spooky artists #teamspooky
- Vote for best attraction for Halloween Downtown 2025
- Street Closure, 8th & Oak on Saturday, October 25th

Doug: Check the cultural services website on the Halloween Downtown Page

BEM: Community Agreements- Amanda Finegold

Community agreements are shared norms and expectations developed by a group to foster a safe, inclusive, and trusting environment to achieve a common goal.

- They act as a social contract and a living document, providing framework for communication, managing conflict, and ensuring collective accountability.
- They are goal-oriented and help cultivate a sense of shared responsibility among the group.
- They matter because they help establish a safe and inclusive environment, clarify expectations, promote transparency and accountability, and give a voice to all members.
- Community agreements should be regularly referenced and reflected upon as the group evolves.
- For Saturday Market, the community agreements are outlined in the Code of Conduct in the Membership Handbook.

Board Chair inquires about possible interest in another BEM for October BOD Meeting

*****Motion to approve executive session minutes for August 6th, 2025, (Maia/Haven 6-0-1 Dani abstains).**

Governance Committee

*****Motion to appoint Amanda Finegold as a member of the Governance committee (Maia/Haven, 7-0-0).**

*****Motion to appoint Sarah Smith as a member of the Governance committee (Sue/Catherine, 7-0-0).**

Administrative Report: Shannon Lee-Hutson

- We are currently at 563 Members
- Taxes are finished.
- Partnered Solutions are nearly ready to bring a website demo to the Organization. We have continued to meet every other week (sometimes more) in our process. We have received member input and have incorporated most of it.
- The launch of our upgraded durable program is 9/6/2025. Our new storage space and dishwashing contract is through FOOD for Lane County. They have been incredibly supportive. We will have plates out to the Park Blocks starting Sept. 6th!
- Town Hall Meeting to be rescheduled Thursday September 11th, 2025 from 4:30-6:30pm at the Farmer's Market Pavillion
- **Selling Opportunities:** The Saturday Market has partnered more with the Farmer's Market this year and intend to grow our partnership more in the future. There are additional selling opportunities at the early open (March) markets, Tuesday markets, the new monthly Thursday Night Markets, and the 2 November Saturdays during the transition between SM and HM (Nov. 8th & 15th)/ The Farmer's Market has changed many of their procedures and therefore, everyone wanting to take advantage of these great selling opportunities, must attend an orientation prior to selling.

- Chang in Board packets (as directed by Board): The packets will consist of the Agenda, Minutes, and Reports. The Board will receive the P&L report, and the Treasurer will give them a summarized report.
- Update in staffing: Renee Thompson, Marketing Manager, is no longer employed by the Saturday Market.
- New Site Crew position still needed.
- Chris Cavalucci is applying to become the Member Liaison. He is currently learning the responsibilities of the position and getting some training.
- The staff will be starting Linked In training modules to update, improve, and learn skills to improve efficiency and stress management.
- It has been decided to delay the Assistant Manager search until after HM 2025.
- Kassie Ryall will have increased hours from October through December, then back to regular part-time hours.
- Facebook Violations have tapered off this month.
- 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.
- Halloween (Oct. 25th) is the next scheduled street closure.
- There are 3 more HM Orientations scheduled.
- The poster submission by Sarah Bast is amazing! Thank you Sarah for your beautiful art!
- Food Court HM 25 contracts are due by Sept. 6th, 2025.
- Sonia has booked approximately 250 Members for HM.
- HM25 contract with the LEC is completed, signed, and deposit is paid.
- Changing HM25 Merchant Services hours to be on event days only. Extending HM25 loading and unloading times. Reducing staff and increasing services.
- There are 2 new HM work taste this year: Parking attendant and Member assistant. Please consider volunteering to help your members with the new map.
- Dress up days for HM25, submitted by Kate Whitehorse.
- HM25 Food Court: Irie an Lulu's Smoothies will not be vending at HM this year, therefore; we will need to fill 2 spaces.
- We will be opening the LEC, Thurs, Nov. 20th after 1pm to alter-abled members and/or those in need of additional assistance with load in/out. Please contact Shannon at the office for more information.
- Every member booked for HM will receive a HM25 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, HM Dress up days information.
- The Fire Marshal has reviewed our loading procedures/maps and has approved and praised us for a job well done.
- HM25 Family picture day- Sunday Dec. 7th, Annual Meeting-Sunday Dec, 14, Pottery Smash- Sunday Dec. 21.
- We are still compiling information regarding a new accounting firm.
- August Stats: Average 10% Craft \$25.80 Median \$20.00 10% Food Court \$105.45
- Booth Fee Increases for August: \$4775.00

Action Required:

1. Enforcement of policy of meeting etiquette in Committees and Board.
2. Fill two HM25 Food Booth spaces.
3. BOD approval for Renee to be removed as a signer from WaFD Bank.

*****Motion to require a decision about the two new (1 year only) food booths for HM 2025 by the Food Booth Selection Committee by the next board meeting on October 1st. If the committee has not made a decision by then, the decision will be made by the board at the October 1st BOD meeting. The application deadline is September 17th. (Amanda/Catherine 7-0-0)**

*****Motion to remove Renee Thompson as a signer at WaFD Bank. (Haven/Amanda 7-0-0)**

*****Motion to approve the Administrative Report for September 3rd BOD Meeting (Maia/Amanda 7-0-0)**

Advertising Report: Silver Lee-Hutson

- 81+ followers on Facebook and 235+ followers on Instagram.
- 60 new Google reviews over the past month, 4.6 out of 5 stars rating.
- Guidebook first proof being sent out this week and then final adjustments will be made to print soon.
- Poster is currently in progress and is nearly finished.
- Advertising with KVAL, Eugene Weekly, and Local radio stations.

Treasurer Report: Kyle Reallon (see attached report)

- SM revenue: up 15%.
- HM revenue: up 26%
- Payroll Expenses

*****Motion to approve Treasurer's Report (Maia/Catherine 6-0-1 Dani abstains).**

Budget Committee Meeting

*****Motion to approve Budget Committee Minutes for August 26th, 2025, (Maia/Amanda 7-0-0)**

HM Committee Meeting Report

- Volunteers needed for Work Tasks
- New Music equipment for better quality

Actions Required:

1. Proposal to increase work task fee
2. Approval of July 25th HM Committee meeting minutes
3. Review the HM Committee Courtesy Pledge

*****Motion to approve the HM Committee Meeting minutes from July 25th, 2025 (Maia/Amanda 7-0-0)**

Standards Committee Report

*****Motion to approve Standard's Committee Meeting Minutes for April 18th, 2025 (Amanda/Sue 5-0-2 Catherine and Dani abstain).**

*****Motion to approve Standard's Committee Meeting Minutes for May 25th, 2025 (Amanda/Sue 5-0-2 Catherine and Dani abstain).**

Sustainability Committee Report

*****Motion to approve the Sustainability Committee meeting minutes for July 8th 2025. Although the motion in this meeting was reviewed, the envelope labels will not be removed at this time. (Amanda/Maia 7-0-0)**

Pressing Member Concerns:

- Diane McWhorter: submitted a letter to the Board of Directors but did not attend meeting (see attached letter)
- Kimberly Gladen

Kimberly Gladen:

Kimberly expressed deep concern about the increasing negativity and divisiveness she has observed at the Saturday Market. She feels the market is losing its core identity as an "island of joy, happiness, and love" that customers expect.

Old Business

*****Motion to approve the proposed clarification to section 1 regarding membership and staff voting as well as eliminating the first "or" in the section, (Maia/Amanda 6-1-0 Sue Opposes).**

Election Tally Post Policy

*****Motion to adopt new language regarding how information about new board members and the election tallies are handled. (Amanda/ Maia 7-0-0)**

New Business

Discussion about fee increase for SM26 (will address next meeting)

Volunteer of the Month

*****Motion to nominate Dara Robertson as the Volunteer of the Month of September (Haven/Catherine, 7-0-0)**

Meeting Evaluation

There were no relevant discussions of meeting evaluation.

*****Motion to adjourn the September 3rd , 2025 Board of Directors meeting, (Amanda/Catherine, 7-0-0).**