

**Board of Directors Meeting Minutes**  
**Wednesday, November 5th, 2025, 5:15-7:15 pm**

Attendance:

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

Board Members on Zoom: Dani Marks Fife Ito, Amanda Finegold, Ram Shucart, Sue Theolass

Members/ Guests: Kimberly Gladen, Chuck Roehrich, Tika Thomas, Craig Butler, Shellana Moller, Jessie Gustafson, Allison Guillotis, David Winship

Zoom: Julia Garretson, Genevieve Mullins, Alex Starke, Anne Starke, Nome May, Jacob Young, Dara Robertson, Sarah Smith, Willy Gibboney, Anna Lawrence

Staff: Kassie Ryall (Zoom), Shannon Lee-Hutson, Silver Lee-Hutson, Sonia-Marie Ostendorf (Zoom)

Introductions and Announcements

- Our Annual Meeting is December 14th at 9am in the Holiday Hall

Agenda Review/ Amend/ Approve

- Add Craig Butler and Jessie Gustafson to Pressing Member Concerns
- Remove Kim Allen from Pressing Member Concerns
- Swap Standards Committee Report before Food Court Committee Report
- Add to New Business: Update Language of the Code of Conduct in the Standards Packet

**\*\*\*Motion to approve the amended agenda (Haven/Maia 6-0-0)**

Add Allison Guillotis to Pressing Member Concerns for the October 1st BOD Meeting.

**\*\*\*Motion to approve the amended BOD Minutes from October 1st, 2025 (Maia/Haven, 5-0-1 Catherine abstains)**

Treasurers report

No Treasurer's Report at this time

### Administrative Report: Shannon Lee-Hutson

**ANNOUNCEMENT:** The Eugene Weekly has offered ESM members an insane marketing opportunity! This year's Holiday Market Gift Guide has a special inset called the Eugene Weekly Winter Drop, packed with gift ideas, local products, and seasonal finds. ESM members can take advantage of 50% off to place an ad in this special insert. (See Shannon for more details)

- We are currently at 648+ current members.
- Soft Launch of the new website was successful, and we are seeing members slowly investigate and add to their profiles. So far, the response has been overwhelmingly positive, but we have a way to go. The website should be operational for members and the public before Holiday Market.
- The Accounting migration of the website to QuickBooks will occur in January. We will also be doing a lot of training to be able to operate the new system successfully.
- The Downtown Halloween Block Party was canceled due to inclement weather. We had a very low attendance, but the weather wasn't too terrible, and in typical Saturday Market fashion, we celebrated in costumes, with dance and laughter while we gave out candy to all the little ghouls and goblins that came out to trick or treat.
- We have had a slow start to our durable plate program for Saturday Market season. We hope that the food court will participate more during the Holiday Market. It is important that we support the Sustainability Committee and all their hard work. This is a part of our identity and ethos.
- Selling Opportunities: The Saturday Market has partnered with the Farmer's Market to provide ESM members with 2 November selling dates (11/8 and 11/15) You must schedule these dates and have attended orientation, please contact Sonia to schedule your orientation.
- There are no more Tuesday Markets for the season.
- Update regarding staffing: The Office is feeling overwhelmed with our limited staff and recommends adding a part-time HM office staff position.
- New Site crew position is still needed.
- We are out of Holiday Market Posters. So many members volunteered for poster distribution that we have papered the state. We still have Holiday Market Posters available to hand out to your customers.
- The Holiday Market Guidebook should be arriving soon.
- Food Court will have 2 new Food Booths: Bavarian Bites (German) and The Bread Bowl (Irish comfort food).
- Sonia has booked 92% of the Holiday Market while still trying to fill in the first and last weekends.
- HM25 Contract is executed, and we will start to see the Holiday Market reader board advertisements soon.

- Changing HM25 member services hours to be on event days only. Extending HM25 loading and unloading times. Reducing staff and increasing services.
- There are 2 new Holiday Market work tasks this year. Parking Attendant and Member assistant. Please consider volunteering to help your fellow members with our new map.
- 2nd HM25 invoices went out on the week of the 27th.
- We also have office work tasks that need doing (envelope stuffing, making packets, laminating signs, etc.
- Dress-up dates for HM25: please see handout and check the website (included in this packet).
- We will be opening Lane Events Center, Thursday November 20th after 2pm to altered members, elders, and/or those in need of additional assistance for load in/out. Please contact Shannon at the office for more info. Everyone else will be loading in on Friday November 21st.
- Every member booked for Holiday Market 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 Dress-up days information.
- HM25: Family Picture Day- Sunday December 7th at 9:30am in Holiday Hall.
- Board of Directors Election, Sunday December 13th.
- Annual Meeting- Sunday, December 14th at 9:00am in Holiday Hall.
- Pottery Smash- Sunday December 21st at 8:30am in Evergreen Hall.
- We are still compiling information regarding new accounting firm.
- Monthly stats: Craft Average 10% \$25.05, Median \$19.50/ Food Average 10% \$90.33. Booth Fee Increase: \$2520.00.

Action required:

1. Recommend hiring a part-time HM office staff person and site crew.

### Advertising Report: Silver Lee-Hutson

### Budget Committee Report

The budget committee recommends to the BOD to raise the Annual Fee by \$25.00 for Saturday Market 2026.

The Budget Committee also recommends to temporarily hire a part time individual for the six weeks through the Holiday Market Season.

**\*\*\*Motion to approve Budget Committee report of October 8th (Maia/Catherine 7-0-0)**

### Governance Committee Report

- Approved mission statement to support board, membership and staff

- Working on creating a Code of Ethics and Conduct resolution process
- Looking at creating a GM termination process

### HM Committee Meeting Report

- 128 entertainment slots booked and equipment upgrades
- 70+ vendors participating in the elf game
- Considering consolidating to 1 block for November markets

**Action item:** Approve HM meeting minutes from September 2025

### Sustainability Report

No report at this time

### Standards Committee Report

- The Standards Committee has been meeting every 2 weeks for regular screenings, including 10/1, 10/15, and one on 10/29.
- The committee would prefer all screenings be on the regular 1st and 3rd Wednesday schedule to respect volunteer time.
- The committee currently has 7 members, one new member: Jesse Gustafson.
- The committee encourages all members to participate and attend the next meeting on 1/21.

### Food Court Committee Report

- The committee selected 2 new food booths for the 2025 Holiday Market
- The committee approved of 2 new menu addition items from Nice Rice to serve miso soup and egg drop soup.
- Suggested BOD discussion about restructuring MARs procedures.

### Personnel Committee Report

No report was given at this meeting.

### Pressing Member Concern-Craig Butler

- Concerns that the website is poorly designed and implemented, and that members should have been more involved in its development.
- Suggests an external database connected to WordPress would be better.
- Suggestion for a discussion board on the website for members to communicate.

## Old Business

- Lawyer Contact Policy

**\*\*\*Motion to approve the Saturday Market contact policy with our Law firm (Maia/Catherine 6-0-0)**

## New Business

### Maia Bowers- Candidate Statements

**\*\*\*Motion to change our Candidate Statement Guidelines to: "A written statement must fit on a single piece of paper with a recommended word count of 300 or less, accompanied by a candidate photo." (Maia/Catherine 6-0-0).**

November Markets- Tabling this discussion for another time

### Update the Code of Conduct in the Standards Packet- Amanda

From: "The following is a general guideline for how members should interact with each other, the staff, and the public."

To: "The following is a general guideline for how members should interact with each other, the staff and the public in all official Saturday Market spaces including Saturday and holiday markets, board and committee meetings, and on our official social media pages."

**\*\*\*Motion to approve Amanda's recommendation to change the first sentence of the Code of Ethics in the Standards Packet (Maia/Haven 7-0-0)**

### Volunteer of the Month

**\*\*\*Motion to have Shellana Moller and Julia Garretson be our Volunteers of the Month of November (Maia/Haven 7-0-0)**

### Meeting Evaluation

Positive feedback for the arrangement of the meeting room

**\*\*\*Motion to adjourn the November 5th, 2025 Board of Directors Meeting, (Catherine/Maia, 7-0-0).**