

Board of Directors Meeting Minutes

August 5th, 2026, 5:15-7:15pm

Introductions: In Attendance:

Doug Robertson, Luna Topaz, Ram Shucart, Ben Maude, Haven Sundstrom, Amanda Finegold, Catherine Heising, Logan Flores, Maia Bowers, Diana Barkelew, Kimberly Gladen, Willy Gibboney, Nome May, Cortney Fellet, Anne Starke, Alex Starke, Julia Garretson, Sarah Smith, Jacob Young, Daniel C. Young,

Staff:

Shannon Lee-Hutson, GM; Matthew Boudreau, AM; Sonia Ostendorf-Membership Coordinator; Silver Lee-Hutson- Marketing Assistant.

Absent: Tika Thomas, Chris White. Notetaker:

Anna Lawrence Announcements:

- Ben Maude- Opened his new restaurant- Maude and Sons: Sandwich Shop. It is behind the West Eugene Target on Commercial St., Eugene.
- Sarah Smith has been selling CBD products and is now in complete compliance with all the State Regulations.

Agenda Review/ Amend/ Approve:

BEM: Haven Sundstrom on Policies around Smoke. No personnel committee meeting, no report.

*****Motion: Approve the amended agenda. Haven/Ben (6-0-0)**

Reading and Approval of Board Minutes- July 1st, 2026: Change date from July 2nd to July 1st, 2026 in header.

*****Motion: Approve the amended July 1st BOD minutes: Haven/Ben (6-0-0)**

Board Education Minute (BEM): Haven Sundstrom

On facebook today, August 5th, there was a post asking if there were any SM policies around the quality of air during the summer forest fire season. In 2020 there were 2 weekends that SM was closed due to the poor quality of the air due to forest fires. There are a number of agencies that the GM checks in with to determine if market should open on

Saturdays. LARAPA (Lane Area Regional Air Protection Agency) says that an AQI (Air Quality Index) of 251 or higher means it is not safe for working outside.

The CDC and OSHA also have regulations for a safe working environment. These distinctions are applicable to staff and employees, not market members.

A lot of research goes into determining whether to close SM. If the AQI is above 251 there will be a mass email to the membership stating that the market will be closed. Because everyone doesn't have email the GM will be at the Park Blocks the next morning to speak to members that do show up.

The decision by the GM to close market is not made easily. The goal for the GM is to decide on Friday evening around 6:00 or 7:00 pm. Any SM member can leave market early if they suffer any ill effects from the hot weather or poor air quality. If it is too hot, too smoky, if the member feels ill, or has an emergency please check in with the market office notifying them of your departure and pack up as discreetly as possible.

Appoint a Treasurer:

Diana Barkelew has applied for the position. It was noted that she is overqualified for the job. Diana is a retired CPA who has spent most of her career working in the Secretary of States Audit Division, the University System Chancellor's office Audits Division and at OSU she was the head of Accounting and Reporting Division for all 7 state universities. Her SM business is Spring Rain Botanicals, and this is her 2nd year. She will automatically be part of the Budget Committee and will be a signer on the WaFD and US Bank accounts.

*****Motion: To accept Diana Barkelew as the BOD Treasurer. Catherine/Haven (6-0-0)**

Staff Reports:

Administrative: Shannon Lee-Hutson

- Website Update: Staff training will be occurring in August.
- Taxes are done: SM payroll taxes for Q2 (fiscal Q1 for SM) are done. The income taxes are being done and are due July 15th so Emge and Whyte have filed an extension.
- OCCU Commercial was filmed at SM on 7/25/26. The final commercial could be a fun watch.
- Real Estate Commercial: There was an Altura Real Estate commercial also filmed at SM in July about living in Eugene. This could also be a fun commercial to watch.
- WaFd and US Bank progress: Matthew is now a signer at US Bank. It is now

necessary to schedule an appointment to review SM accounts and officially change some account paperwork due to new banking regulations. Appointments will be made for Logan and Diana as soon as possible. WaFD is more complicated, so all new signatures need to be made at the same time.

- Electrical work has been patched and a bid for a more permanent repair has been initiated along the Eastern side of the Food Court. The electrical extension cord has been replaced which will hopefully help with the drag to the electrical box along the eastern side of the FC.
- Downtown Halloween (City Wide) is scheduled for Saturday October 24th. SM will also be celebrating Halloween on Saturday, October 31st.
- Our last Saturday Market in 2026 will be November 7th.
- Current members: 550.
- Volunteers are needed to distribute the remainder of the SM 2026 posters and grab some HM 2026 posters.
- Over the past few years, the GM has gotten several complaints from members about Sexual harassment from other Members, staff or the public. We do not have a well-defined sexual harassment definition, policy or correction procedure. This issue needs immediate attention.
- Do you want the streets closed? The GM requests that you send in your opinion/ testimonials regarding this issue. SM is still taking opinions. Email the GM with your opinions: gm@eugenesaturdaymarket.org
- Selling opportunities: Tuesday Markets at the LCFM pavilion are back. Thursday night markets are also available. Contact Sonia if interested. (info@eugenesaturdaymarket.org)
- HM26: We have fully executed HM 26 contract with LEC and have paid a 25% deposit of \$34,007.50.
- HM load in and load out schedule is available at the Info Booth. HM floor map and load in/ load out map are available also.
- HM poster and postcards are here!! Congratulations to Luna Sansone. Grab a roll of posters and hang them about town. Grab a stack of postcards and have them in your booth at SM.

Action Items:

1. Add new Treasurer to Bank Signatures (if applicable).
2. Create a Sexual Harassment Policy for Members.

***** Motion: Add Diana Barkelew to both bank accounts- WaFD and US Bank.
Haven/Catherine (6-0-0)**

Advertising Report: Silver Lee-Hutson

- Currently preparing ads early for HM and we are ahead of schedule. To lessen pressure by doing it later.
- Guidebook- ads closed. There are about 25 pages and will again pay for itself.
- Posters and Cards are finished and in the office and ready to hand out.
- Matthew is working on Mail Chimp. Matthew has a lot of experience with it and Silver will be learning a lot from him.
- Working with KVAL and securing 60 TV placements for SM and HM. SM is already being shown on KVAL. Silver can send it out to you via email if you cannot view it on TV.
- Video advertisements are being used. Silver has a lot of stock of videos. Please don't shy away from camera if you are filmed. It's an opportunity to advertise your business.
- Register Guard advertising on their website. Four opportunities for advertising with links to our website.

Matthew Boudreau:

- Focusing on our marketing. It needs to be updated. Hash tags are thinking of the past. Key words are very important. SM website is more like a brochure...static. SM is now seen as an Event. Reach out to other areas in Oregon to bring people to our market. He was everyone to know the website so it can be utilized to the fullest.
- Mail Chimp will be getting an update so SM can use it.
- KVAL: Ad is being renewed. There are 60 TV placements for SM and HM. Regarding Video ads - If one is being shot in your booth please don't shy away. That causes the videographer to have to start over. If you'd like to be in one, reach out to Silver.
- We need a more fluid way to interface with the website. Social Media
 - Change it up to invite people to SM not just booth information
 - We need to have live postings during SM hours.
 - "Weird stuff happens" at SM...post it, it is kind of a draw. .
 - Teach the vendors how to market themselves.
 - "Artists in Action" needs to be on the website through YouTube shorts and TikTok, dedicate a place on website for these shorts.
 - teach vendors how to market themselves and SM.
 - How many people in the room use social media : 5/15 use it.
 - SM needs to change up "The Maker is the Seller" as it is rather stale in its effect. Everything at SM is handmade, everything is local and this is our uniqueness. Each artisan can build a story about their process and that is

of interest.

- How to drive people to read the newsletter...increase in subscriptions is desired.
- For the third year in a row SM has won top 3?

Old Business:

November dates for SM27 (Park Blocks):

Maia Bowers wrote a letter urging SM to be open April - The ideas that were mentioned were:

- To watch the date of Halloween and close then. Close on the last Saturday in October.
- To close in November ? or scale back to one block?
- Selling in November at LCFM is a good opportunity
- BOD needs to decide based on the entire market population not just the 5 or so people who want to sell.
- The closing date change is for 2027 as 2026 has been finalized.
- 2026- November 14: No SM
- November 21 : Start HM

Add this topic to Old Business for September BOD.

Subsidiary 501C3: Ben Maude

The idea is to form a subsidiary SM as a nonprofit business that encourages a community partnership using commercial sponsors to benefit SM. This could be beneficial for SM's financial bottom line. But this would be a separate entity from SM. To gain community benefits through strategic partnerships with the Eugene business community. This wouldn't necessarily mean that there would be financial gain; If Lithia wanted to sponsor the performance stage, for example.

This would be a separate entity from the SM BOD, a separate organization, but would provide community education, with grant writing opportunities by utilizing foundation grants. There would be a lot of burden on the current staff getting this 501C3 off the ground. There would be a separate BOD. Questions followed:

- What about administrative costs? AI could help develop the initial paperwork. Utilizing a lawyer would be very important.
- Who would run this 501C3?
- Would this create more work for the staff that is already overburdened.
- Volunteers would be needed, however that pool is already at desperate levels.

- How would this organization be maintained once it is developed?
 - Put this idea in the newsletter to raise the interest of market members and community to see if this is doable. Is anyone passionate about this?
- It was said that this is a long-range goal for SM and that it would be slowly integrated into SM. In the long run this could offset some costs for SM. This is the exploratory phase of this idea.

Committee Reports:

Budget Committee Report: Julia Garretson

The committee met the day before the BOD meeting.
There was a report written.

Food Court Committee Report: Haven Sundstrom

No report. The July meeting was right before OCF and 4 members showed up. They did some brainstorming about the FC Handbook, MAR focal points. It was a successful meeting.

Governance Committee Report: Nome May

The committee has been meeting intensively since June.
There were no motions made. There were no hard and fast decisions made creating policy. The BOD is the governing body that makes the decisions and the policy. Hoping to have CCRP (Code of Conduct Resolution Process) ideas at the September meeting.

Holiday Market Committee Report: Luna Topaz

- The committee discussed the street signs for the floors, banners, stickers.
- They discussed the Elf Game.
- An area for family photos.
- Food Court- "To Go" menus are being worked on where members can order food to go in the last hour of HM everyday to take home for dinner.

Standards Committee Report: Ram Shucart

- The committee is still working on the scent issue with soap and candles.
- The policy could be completed at the September committee meeting.

Pressing Member Concerns: None were submitted.

New Business:

- Board retreat was mentioned. Shannon was a proponent of having a retreat and discussing general ideas about a 5-year plan.
- Volunteer of the month: Ram Shucart and Tika Thomas were nominated for the title this month for their work on the Standards Committee.

*****Motion: Approve Ram Shucart and Tika Thomas as co-volunteers of the month. Catherine/Ben (4-0-2) Ben, Haven**

The next Board Meeting will be September 2nd, 2026, 5:15-7:15.

*****Motion: Adjourn this BOD meeting. Amanda/Catherine (6-0-0)**