

Board of Directors Meeting Minutes- Saturday Market Office

Wednesday, May 6th, 2026, 5:15-7:15 pm

In Attendance: Doug Robertson, Tika Thomas, Haven Sundstrom, Ram Shucart, David Winship, Chuck Roehrich, Jessie Gustafson, Eli Mazet, Kimberly Gladen, Chris White, Michael Bertotti, Catherine Heising, Leah Holliday, Shannon Lee-Hutson, Sonia Ostendorf

Zoom: Willy Gibboney, Crystal Rector, Luna Topaz, Maia Bowers, Ash Robinson, Shellana Moler, Anna Lawrence, Nome May, Julia Garretson, Sue Theolass, Diane Rivas, Ben Maude, Jacob Young

Absent: Amanda Finegold

Introductions and Announcements:

- On Tuesday May 19th, 2026, from 5-8pm the Caring Fund aka Kareng Fund will be having Art Bingo at the garden on Friendly Street.
- Linda Lesner, Canterbury Candles

Agenda Review/ Amend/ Approve

*****Motion: Move to approve amended agenda (Haven/Tika 5-0-0)**

Reading and Approval of Board Minutes: April 1st and Email Motion and Electronic Minutes from 4/16/26

***** Motion: Move to approve Board Minutes from April 1st and April 16th, 2026. (Tika/ Sue 5-0-1 Catherine)**

BEM: "How Market Points Work"- Catherine Heising

Appoint Secretary

- No one

Governance Committee Submission letter: Anna Lawrence

*****Motion: Move to Approve Anna Lawrence to GC: (Haven, Tika 6-0-0)**

Ash Robinson and Shellana Moller oppose Anna's appointment.

Treasurer's Report: David Winship

David Winship resigns as Treasurer and Budget Committee Chair, citing:

1. Board inaction on financial recommendations
2. Nepotism within the staff, which he called illegal and a barrier to discussing payroll
3. Concern that Market is financially unsustainable

April 2026 performance exceeded projections.

- * Revenue: ~\$45,000 (vs \$35,000 budgeted)
- * Average 10% sales: \$254.20
- * Median 10% sales: \$200.00
- * Decision: Future reports will use dollar amounts instead of percentages for clarity.

Staff Reports: Administrative Report: Shannon Lee-Hutson, GM 5/6/2026

- Current Members: 461 (plus 20 new members processed today).
- Office Hours: Tuesday-Friday 10am-4pm.
- We need Volunteers to distribute posters!!!
- Working on the Policies and Procedures link and formatting and making sure we have all the documents.
- Food Court: Wrapped and SOI44 completed their 1st month with the Saturday Market and seem to add a tremendous buzz and excitement. If you haven't tried their food, I would suggest sampling our newest additions. Please welcome them to our beautiful Community.
- We have added baskets to our sustainability program.
- The accounting migration of the website to Quick Books will continue developing. We will also be doing a lot of training to be able to operate

the new system successfully.

- Earth Day street closure market date April 25th, 2026, was extremely successful this year. Even though it didn't seem packed, we had quite a bit of foot traffic reflecting record sales. The overall vibe was relaxed, joyful and there were a considerable number of affirmations from the Public and Members regarding the closure.
- Alter-abled Parking was created on both Blocks to accommodate alter -abled patrons and Members.
- We are currently working on a permanent plan to close the streets every Saturday. I would love to hear testimonials on member experience and/or customer comments.
- Selling Opportunities: Tuesday Markets at the Pavilion are back!
- Call to Artist Submission for HM Poster/ Guidebook due this month (May 29th, 2026. Please consider throwing your hat into the ring to be the selected artist for our Holiday Market 2026 poster and guidebook!
- Update regarding staffing: Kassie's last day was 4-25-26. She wanted to stay through the Earth Day Celebration. We all felt like Kassie had always been a part of the Saturday Market family, and she will be missed. It is important to note that the reason she left (her favorite job), is strictly financial. We were unable to offer her a full-time position, and we were unable to pay her a living wage. We will continue to lose good talent and qualified candidates without making some financial changes.
- I have hired 2 new site crew. We currently have a solid team for Site Crew and the recycling team (only if no one gets sick).
- I have hired a temporary office assistant to help us while we are transitioning or until we hire an office assistant on a more permanent plan.
- We need a note taker for Board minutes.
- Board Elections are on June 13th, which means Candidate Statements are due by May 27th, 2026
- Interviewing Accountants.
- Monthly Stats for April 2026: Overall Craft 10% average \$25.42, with a median of \$20.00; Food Court 10% average \$123.84.

Website Update: Sonia

Advertising Report: Silver Lee-Hutson

Social Media Updates (4/30/26)

SM Facebook: 24,543 (+75) followers

Instagram: 12,269 (+292) followers

Bluesky: 75 (+1) follower

Google Reviews: 3,156 (+19) / 4.6 out of 5

Seasonal Campaign: Call to Artists

This year's theme, Whimsical Winter, is expected to inspire a diverse range of creative submissions

Summary: Overall, marketing operations have transitioned from rapid expansion to a more consistent and strategic execution phase. With renewed media partnerships, enhanced content, and upcoming seasonal commercials, the organization is well positioned to maintain strong visibility and audience engagement.

Guest: Hayley Shapiro, the new Executive Director of the Lane County Farmer's Market, attended as a guest and took a moment to introduce herself and discuss some of the new things happening with the Farmer's Market. Big announcement of Springfield Sunday Markets beginning.

Policy & Procedure Manual Google Doc Link:

https://docs.google.com/document/d/1g_5VkzhX1bGuF26jwOlco4UK3M5gyDyYqtzgF2a_Vuc/edit?usp=sharing

Old Business:

- Holiday Market fee increase: the Holiday Market Committee and the Budget Committee recommended to the Board a 10% increase for HM2026

***** Motion: Increase the Holiday Market fees by 10% for HM26. (Ben/Catherine 5-0-1 Sue)**

Push/ Table the rest of Old Business to the next meeting.

- Town Hall Meeting Topics
- BEM 2026 (Assign): Haven will do June BEM

- Vehicle Policy on Park Blocks and Holiday Market

Committee Reports:

- Budget Committee

***** Motion: Move to approve the Budget Committee amended minutes.
(Haven/Catherine 4-0-1)**

- Food Court Committee- (Haven) Excited to have Wrapped and SOI 44 join the Food Court. They are currently working on the Food Court Handbook.
- Governance Committee- (Nome) They meet once a week or every other week to get some traction.
- Holiday Market Committee- (Sonia) The Holiday Market Committee is recommending a 10% fee increase for Holiday Market 2026. They would also like to increase the work task fee from \$40.00 to \$100.00.

The Board would like some more information regarding the work task fee and has asked the committee to provide the following at the next Board meeting:

1. Compile work task data (completion vs fee)
 2. Last fee increase
 3. Publicize HM work task list options to members.
- Personnel Committee- no meeting
 - Standards Committee- (Tika) Scent issue is still being reviewed/ discussed.
 - Sustainability Committee- (Crystal) Earth Day activities discussion.

Pressing Member Concerns: Willy Gibboney- (see letter) too much negativity about staff. He supports staff, wants unsatisfied members to come up with positive solutions.

New Business: Tabled for next meeting (6/6/26)

- ESM Weapons Policy/ Oregon State Law

Volunteer of the Month:

*****Motion: Move to make Crystal Rector May's Volunteer of the Month for her work on Sustainability Committee and for her work to make Earth Day fantastic. (Tika/Haven 5-0-0)**

Meeting Evaluation

Throughout the entire meeting Ash Robinson was on Zoom typing in chat. The content in the chat log violated our meeting etiquette policy and our code of conduct. She was asked by the Chair 3 times to stop filling the chat log with inappropriate commentary. She did not stop.

Next Meeting: June 3rd, 2026 5:15pm-7:15pm

Adjourn

*****Motion: Move to adjourn (Haven/Catherine 5-0-0)**