

Attendance: Paulette Richards (Chair), Alex Lanham, Paula Gourley, Dave Lee, Julia Garretson, Maria Moule, Maggie Quinlan, Kelly Durian, Willy Gibboney

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: David Winship, Eli Mazet, Colleen Bauman, Willa Bauman, Anna Lawrence, Brandi Crye, Kim Allen, Alan Pointer, Sheila Pointer, Melissa Hansen, Gary Becker, Teresa Pitzer, Richard Harnsongkram, Sarah Jones, Saman Harnsongkram, Ritta Dreier.

Introductions and Announcements: Paulette asked everyone to share something fun and exciting about themselves during the introductions. Some of the highlights were that many people had been professional nude models (four people) and others had done things like fire fighting, running with a horse, jumping out of an airplane, being a traveling sign painter, taking a Zumba class, buying new equipment, surviving a medical crisis, recording their voices, and many found their children or grandchildren very exciting. One person called off the Holiday Market but they didn't get away with it. Others were looking forward to the Holiday Market, the holidays, or tax season or found their work fun and exciting.

Willy announced that he had researched ads in Sunset Magazine in response to a recurring suggestion. He said for only \$24,000 Saturday Market could buy one quarter-page ad one time in the PNW version. Paula announced that she was still pursuing discounts for members and requested that a really nice membership card be budgeted for.

There will be an election for Board Members in December. Three members will finish their first term and are eligible to run again for the three open positions. Those members are Paulette Richards, Dave Lee, and Paula Gourley. Interested members should watch the newsletter for details and plan to attend the December 2 meeting which will also be the Annual Meeting. It will be held at the Eugene Garden Club. (See newsletter for details.)

Pressing Member Issues: Anna Lawrence: Anna suggested that at a future meeting a solution be found for the issues brought by the activities at the Courthouse Plaza. She knows many people (women especially) who are afraid to come to Market because of those activities. There are 2-5 police calls each week. We are running a business and there is too much else going on. She believes that there is an answer and offered a few ideas. She feels that we can't let this go on any more; that it is costing us money and hurting our image. She suggested that members think about it during Holiday Market.

Agenda Review and Approval: Add the report from the Street Team Task Force to Committee reports.

\*\*\*Motion: Approve the agenda (Dave/Julia) All in favor 8-0-0

Minutes Approval: Corrections: take out the indication that the Oct. 1 Food Court Committee minutes were reported upon. (page 4)

\*\*\*Motion: Amend the minutes to show the Oct. 1 report was not given (Alex/Julia) All in favor 8-0-0

Corrections on page 1: Correct spelling of Rage Kaje Sainly in three locations and change “intrapersonal” to “interpersonal.”

\*\*\*Motion: Approve the minutes with the corrections (Julia/Paula)All in favor 8-0-0

Administrative Report: Kimberly reported that there are currently 535 members and a few more will join. Vendor attendance in the last month was October 10: 119; 10-17: 131; 10-24: 205; 10-31: 94. Vi started tracking the numbers of non-reserve members each week: those were (in order) 34, 35, 68, and 32. The ratio of reserved to non-reserved is fairly consistent. Members should encourage others to attend.

Holiday Market booking is 96% complete with openings in each block due to cancellations. Block 1: 31; Block 2: 6; Block 3: 1; Block 4: 2; Block 5: 1, Block 6: 6. An ad was taken out in The Weekly to fill them, at minimal cost. Incentives are not offered but membership only costs \$25 if a person sells less than three times. Preparation is on track.

Diane has been helping with scheduling the nonprofits and advocated for a free space for the Patterson Preschool Coop to sell handmade crafts in a free booth in the Main Hall during the first weekend. They did not know about the policy change so have made things to sell. Most were fine with not selling but this group was quite dismayed and did not make enough to afford to rent a space. The Kareng Fund was also interested in using a space to sell raffle tickets.

Discussion: It is better to fill a space than have an empty one. Giving exceptions to a policy that was just implemented is a problem and not fair to others who might also want an exception. Letting them sell on the slowest weekend is not a big favor. The spaces cost to stay empty (the rented pipe-and-drape). Nonprofits were supposed to be notified, but this was difficult to do until they called to express their interest. A policy change would not be great now, but if others did want the option to sell there might be a way to charge them some amount and give them some kind of points or something. There were a lot of strong opinions on this topic and it is late to make a policy change. This could be just a one-year one-time exception. They should pay something, as they will be next to members who paid a lot.

\*\*\*Motion: Allow Patterson Preschool to sell in the Main Hall for the first weekend for this year only (Alex/Dave) The motion was amended to add a charge of \$10. Motion carried. 5-4-0.

Discussion: What about adding more if they seem like a good choice? It's not the time to create a new policy that took weeks to form. The ten dollars will create bad will; letting them sell will create bad will with our vendors. How many nonprofits decided not to participate because of the policy change? It's hard to say but about half of the spaces are booked in contrast to previous years. One person did not pass the screening process so won't participate. Others declined the options and won't participate.

\*\*\*Motion: Call the question (Willy/Julia) 7-0-1 Motion passes, discussion ends.

Vote on the motion: 4-4-0. The chair voted to break the tie; she approved the motion in order to fill the spaces on the first week. Final vote 5-4-0

Staffing: The Operations Supervisor position was filled and Don will start this week, increasing his hours when HM starts. A Site Crew substitute was also hired. Interviews will begin next week for the Administrative Assistant position. Info Booth staff for HM is all in place and scheduled.

City of Eugene/Lane County: Kimberly met with City Planner Nan Lawrence and discussed the Willamette to Willamette project to connect downtown with the river in a way that will be safe for pedestrians and bicycles as well as autos. The point person Will Dowdy is considering closing the 8<sup>th</sup> Street off-ramp to avoid congestion at the Whole Foods site which would cut off a lot of the traffic to SM and LCFM. Some parking could also be eliminated on 8<sup>th</sup>. These proposals are in the discussion stage but it would be good to email or call Will Dowdy to give respectful feedback. His phone is 541-682-5561 and email is [Will.G.Dowdy@ci.eugene.or.us](mailto:Will.G.Dowdy@ci.eugene.or.us). Nan does understand the importance of the parking and access to our Markets so stakeholder voices need to be heard. The contract with the city has not changed and the proposal to build on Kesey Square will affect that. The café seating part of the program is thriving although some of the food carts are struggling.

The study regarding a Public Market/Food Hub was discussed with both the city and the county. One of the people on the project for the County, Anne Fifield, was supportive of Saturday Market joining the discussions and sent an email formalizing the inclusion. The study was generated by the County and was a student project called a Community Planning Workshop. It is not final in any form as a location has not been identified and the Butterfly lot is not in play at this time until the County finds a place for their courthouse.

Links to the study are:

<http://www.lanecounty.org/Departments/CAO/EconDev/Documents/PublicMarketandFoodHubReport.pdf> and <http://www.lanecounty.org/Departments/CAO/EconDev/Pages/LocalFood.aspx>.

Two of our important partners, Tonee Weber and Sgt. Crompton, are leaving their positions and will be missed.

The mediation with the Hascalls finished the second session with an agreement. A note from a vendor suggested that reserve vendors should be required to attend more often. Another suggested that a ramp be added to the upper area on the west block. Other letters and comments to the Board are in the packet for Board review.

\*\*\*Motion: Approve the Administrative Report (Julia/Kimberly) All in favor. 8-0-0

In response to visitor requests, the agenda was shifted to prioritize the Food Court Committee report and the Pipes discussion.

Committee Reports: Food Court Committee: Colleen, Willa, Richard and Sarah gave reports on the Oct. 1<sup>st</sup> and Oct. 14<sup>th</sup> meetings and presentation. The first meeting included a brainstorming session on options for using the space vacated by Toby's Tofu Palace last season. Five options were gathered:

Option A: Fill in a booth to Toby's vacancy. (If a food court vendor would like to relocate to that area, priority is given via points process).

Option B: Shift those three booths north of the vacancy 8-feet towards the stage until the vacancy is filled by the third (The Tree), leaving a vacancy where Edible Improv is.

Option C: Create two 32"-wide aisles that would lie between every two booths (taken from the 8-feet of Toby's vacancy) and have a 32" off-set from the NW corner to ease congestion in that region. It is also noted that some other variant of these measurements might be feasible.

Option D: Recycling station/kiosk: A larger, highly visible area with taller signage.

Option E: ATM

After discussion, those present took a straw vote indicating that option C was favored. Members volunteered to take measurements and the following weekend one aisle was tried to see if it would work. The main points in favor of the option were increased safety, improved customer service, and better visibility for each booth's potential customers. Other ideas discussed at the Oct 1<sup>st</sup> meeting were specials, Facebook promotions, winter lighting, banners/updating image, and the tag line "International Food Court." Several members joined the committee.

At the Oct. 14<sup>th</sup> Kimberly reported on several questions regarding operational issues (compost liners, replacing plywood, North Food Court mediation, ATM) and meeting members reported back on their research on the five options. Stakeholders were surveyed and were supportive of Option c. A financial analysis suggested that it was possible that SM took in about \$530 less in daily and member fees with no replacement booth, but that increased sales and percentage payments by other booths may have balanced that. A new idea was proposed to fill the underutilized space by the water fountain on the east side with a 6x6 showcase booth for prepackaged food products on a rotating basis.

Willa spoke as the point person on researching the project. It would be a business incubator, bring us new partners and customers, and involve the community in a new, newsworthy way. Participants who didn't have a storefront would be sought. Resources have been identified to help find the participants. A flat fee of \$25 a week was discussed. The committee asked that the Board approve them moving forward to explore this idea and bring more details at a future meeting. They would hope to start siting people in May.

A mandatory Food Booth meeting was proposed and discussed, resulting in a unanimous motion to have one in March. An email list of members will be compiled. Lights were researched but no decision was made.

**The Committee recommended that Option C be adopted to add more customer space at the NW entrance of the food court and provide two safety aisles.** Richard and Sarah presented a photo proposal showing the concept and a map. They suggested that the main points were improvements in safety, congestion and service.

Board Discussion: Concerns from members were that the Maker/Seller concept be upheld, and that the screening and choosing of the small booths be done in a manner that followed existing policy. There were concerns that customers would use the safety aisles and that they were not ADA compliant. Research indicated that for employee use only the aisles did not need to be ADA compliant. It was

repeated that they will be constructed to prevent customer access to the back lawn as the plywood on uneven ground is not safe. Experiments might be done but the shift would not happen until next season.

\*\*\*Motion: Vote on the issue (Julia/ Maggie) (rescinded)

\*\*\*Motion: Accept Option C (Alex/Julia) All in favor 8-0-0.

\*\*\*Motion: Accept the Food Court Committee Report (Alex/Dave) All in favor 8-0-0

#### Old Business: Pipes

\*\*\*Motion: Sell pipes at the Market (Willy/Alex) 5-3-0 Motion carried.

Discussion: Many members spoke on this issue. **The following is a summary of points made and does not indicate consensus or any particular member's opinion.** An informal survey of about 40 vendors was done. Eleven were against pipe sales, 8 were for, and the rest needed to think about it. The question asked was "Do you believe that we should allow the sale of pipes at Saturday Market?" At least one member feels strongly that all members should be surveyed before a decision is made. Concerns included the image of Market, whether or not the items sold would be artistic and of high quality, and would the Market become more like the FSP. A glassblower spoke about his 15 year business selling glass ornaments at the Market and pipes down the street after Market to some of the same customers who asked him for them during the day. The marijuana industry brought in \$11 million in sales in the first week. The proposition to legalize showed the changing approval of the substance. Saturday Market should be able to tap into this lucrative new market. Artists are also teachers, exhibit at international shows, and the cutting edge pipe artists live here in our area. Pipes can sell for \$1500 and up and Market would get the percentage. Selling flasks and shot glasses and things with sexual references are sold but not seen as something offensive to families. There are objections to large numbers of cheap pipes; perhaps 25% pipes to other glass pieces could be added to the motion. The age restriction of 21 and over also needs to be part of the policy. There is a precedent of only allowing 20% seconds in existing policy. The image of the Market is the issue for many, and some members might consider withdrawing from selling at Market if the image changed radically. Other members felt that the Market should embrace being the hippie market, and acknowledged that the issue is divisive. Measure 91 passed by 12 points statewide and about 20 points in Lane County, showing local approval of legalization. Twenty-five percent of a thousand pipes is still 250 pipes in a booth. Pipes are made of pottery, wood and soapstone as well as other materials, not just glass. Some vendors had their crafts banned when the decision was made, which had a huge impact on them. Perhaps a case in the back would be a way to protect children from the pipes and vice versa. Would the expensive pieces still be expensive if they weren't pipes? Adding vendors to the Holiday Market would benefit the Market. Approval could be given for the rest of the season and Standards could be directed to write guidelines for pipes to answer concerns. Would vendors be allowed to move if they found a pipe seller next to them? Other members who asked about the issue found a lot of resistance, or a concern that responsible and appropriate display and control would be easy to set in place. Market acknowledges all skill levels, and all types of people to sell. At glass shows there are lots of pipes and most of them are extremely artistic, costing thousands of dollars and being bought by collectors. They are art, and the

Market should encourage art, not ban one type of it because of its function. One member who sold pipes in the past found that parents with children turned away from his booth. Not many members came to argue against it, and more seem to approve it. Maybe only people who are Market members could be approved. The movement is growing now that prohibition is over. It will be increasingly accepted. There are only two more outdoor markets and HM is mostly sold, so there won't be a flood of new vendors selling pipes. Maria wanted to state for the record that she voted yes on the proposition to legalize; and that there were many reasons for a yes vote on that.

\*\*\*Motion: Call the question (Willy/Julia) All in favor 8-0-0.

\*\*\*Motion: Amend the motion to allow for a 2 foot by 2 foot display case. (no second)

Vote on the original motion: 5-3-0 Motion carried.

\*\*\*Motion: Sell pipes within a 2x2 display case and an age limit of 21 and over (Kelly/Maggie) 5-2-1

Advertising update: Kim reported on her recent work. She showed the poster and said that the ads and postcards were keyed off of the poster art. Eugene Magazine offered an ad deal that had to be honored even after the ad rep left, so that was a good value. Lane Monthly will do a feature on some individual members. There will be TV ads and radio ads, with a few on commercial and country stations to get some new listeners interested. The postcard will be a little smaller to save money on postage. Rolling all of the ads out has taken lots of time, and the website will be mobile-friendly. There will be banners on the fences as usual. The Elf project is coming along. Posters are available to put up.

\*\*\*Motion: Accept the advertising report (Alex/Julia) 7-0-1 Motion carried

Treasurer's Report: Maggie and Lynn reported that we are on budget in expenses and income with some small adjustments and some confusion about the different printouts and the way the spreadsheets calculate themselves. There is small cash shortage of \$98 which is well within expected practices. The Fairgrounds rent is paid and the net income is good so we should end the season in the black. The rain has definitely hurt us but that is planned for at this time of year.

*Note made after meeting: Although the \$98 was reported as being a shortage by one person reading the report, it was in fact a cash overage. ~Kimberly*

\*\*\*Motion: Approve the Treasurer's report (Julia/Alex) 7-0-1 Motion carried.

Committee Reports: Standards Committee: Lynn reported that there were no recommendations and the Board voted to approve without a verbal report. From the written report it can be seen that two prepackaged food makers and four crafters were screened by the full committee. Some collaged items, hats and jewelry were not approved, as well as poetry collection books submitted by the editor. Toys were discussed and put on the work plan for a future meeting. A meeting was scheduled for December 3rd, if necessary. It was agreed that a subcommittee could screen any prepackaged foods that were submitted after the last screening on Nov. 11<sup>th</sup>.

\*\*\*Motion: Accept the Standards report (Alex/Julia) 6-0-1

A member asked for information about the restrictions on commercial hats. The history was explained.

Holiday Market Committee: Alan gave the report on the Oct. 14<sup>th</sup> meeting. The billboard near Gateway will be used again and the Fairgrounds has a new electronic marquee at 13<sup>th</sup> and Jefferson. They won't let anything but banners go on the fence. A few nonprofits are signing up. Elves are being handed in and the project details determined. Cards will be made for the search and customers finding all the elves will be able to enter a drawing for gift certificates. Those finding at least 6 will get a free ornament (150 of those) and lots of promotion will be done. This will be the first weekend only. The evaluation forms, improved last year, will be available and dropped in booths in blocks 1, 5, and for new people in 6. The debrief meeting was set for Jan. 6<sup>th</sup> at 3:00. Next meeting will be Nov. 11<sup>th</sup> at 4:00 for elf coloring and stringing. One more volunteer is needed to cook a turkey for the Harvest potluck.

Market Street Team Task Force: Kelly reported from her notes on the meeting. The souvenir booklet project was the focus and pricing for printing has been done. Ordering 3000 booklets would make quarter-page ads possible for about \$75. There will be a mock-up and sign-up for interested members in the Vendor lounge at HM. Chairs and minutes-takers for the task force will be rotated and new members are sought.

Old Business: Reserve attendance requirements and fees: Discussion: Selling more than once a month would be hard for those who sell at other shows. Perhaps increasing the amount of employee days would help. The amount of required days has varied historically to respond to economic conditions. Originally no spaces were reserved; then 3X a month was required. When sales are low, vendors go to Portland and that caused a change from 3X a month to 2X at one point since Portland required 2X. It was changed to 1X when there were many people turned away for lack of space, to allow new members to sell more often. Some products just don't hold up in wet weather. It isn't necessarily a good idea to force reluctant vendors to come. This season no vendors were turned away if they could sell in a 4x4. The 4x4s were created when there were so many vendors. Transition row was unreserved originally. Attendance on marginal weather days has always been a problem. Getting to sell in the "good" spaces is a great opportunity for new members and they learn about the different areas of the Market. A study a few years ago showed that the members who have sold from between 2-19 years are the smaller groups of members. New and over-20 year members are the largest percentages. This may be different now as some of our population is aging out and giving up their spaces. How do we increase people's commitment? Would we lose members if we required greater attendance? The questions are hard to answer. What about incentives or allowing people to pay a fee instead of attending? Maybe a certain amount of times per season instead of once a month would be workable.

\*\*\*Motion: Table the issue (Alex/Julia) 6-0-1

Annual Meeting: December 2<sup>nd</sup> at the Eugene Garden Club. 5:15-9:00. Potluck.

Code of Conduct: Members should look it over for a future meeting.

\*\*\*Motion: Table the discussion until the new year (Paula/Alex) (Agreement)

New Business: Stock out at HM – Discussion: Our contract clearly states no stock can be left during the week, for insurance purposes. Enforcement is spotty but the Farigrounds personnel do look into booths to see if people are complying. Notification has increased over the years. Some vendors have changed but lots still assume they don't have to follow that rule. In the past it has been accepted to just cover or hide your stock. At any point our rent could increase or we could be in breach of contract. Members probably don't expect insurance coverage but are taking the risk to avoid the work. Several forms have been used over the years to notify vendors who aren't complying. What strategies should be used to get better compliance? It is embarrassing for staff to see the blatant noncompliance and to have to lie when they are signing the contract and know the vendors won't back them up. Peer pressure does work. Perhaps it could be a work task to help someone load out on Sunday night. It does involve a little risk for the vendors to allow someone to help, and all the work tasks don't get filled already. The threats of fines are not ideal; fines themselves would be a consequence that could be used, but people might be happy to just pay the fine. People don't like to be punished. Making it a positive statement and request for integrity and fairness and honoring the staff would be good. Kelly and Julia will draft a flyer to notify everyone of the expectation.

Meeting Evaluation: The meeting was too long but it was productive. We should start with the Four Agreements. The politically charged issue was upsetting. Shuffling the agenda was helpful to accommodate the guests. It is great that so many members move to solutions instead of just talking about their own experiences. The pipes approval was appalling and it will cause trouble. It can be revisited. The Standards Committee is asked to write guidelines for pipes. Acknowledge the surveys and do more of them. Be mature adults and remember it is hard when we don't agree, but it is the job to hang in there.

Adjourn 9:05