

Attendance: Kelly Durian (chair), Eli Mazet, Alan Pointer, Paula Gourley, Julia Garretson, Alex Lanham, Maria Moule    Excused: Paulette Richards, Deb Schussler

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Tym Mazet, Colleen Bauman, Willa Bauman, David Church, Celeste Wong, Sheila Pointer, Austin Lanham

Introductions: Around the room. People spoke about things we did to care for ourselves during the week. Announcements: In 2009 the Board made a 5-year plan, and there is also a document from 2002 that was shared with the present Board. Members suggested that a Board retreat to do that type of planning would be good, and that each Board member should get a copy. Kimberly announced that she would have to leave at 8:00 pm.

Pressing Member Issues: 1. There is a member who needs help, as posted on Facebook, who should be referred to the Kareng Fund. 2. There was a petition signed by more than 50 members asking to leave stock in booths over the short week before the last block. 3. A long-term member felt that the rule to attend 12 times forced her to quit the Market or give up her reserve space, so solutions were needed. 4. There is another complaint about soap fragrances, which was read, stating whatever actions were taken were not sufficient to solve the problem.

Responding to PMI: 1. Noted by KF Board members. 2. Kimberly explained that she negotiated for this but the Fairgrounds management said no. There was a Task Force on this issue last year. The problem is liability, and waivers aren't possible. She can continue to attempt to negotiate for this in subsequent years. Newsletter notification will be made. 3. The Board should re-examine the policy before starting to grant exceptions, but members should write letters to appeal policy decisions for effective responding. New policies often need transition periods. 4. Referred again to Standards, and subsequently the Board, and staff actions were described. Suggested options included wrapping all soaps, and creating safe zones at Market.

Agenda Review and Approval: no changes

\*\*\*Motion: Accept the Agenda (Alex/ Julia) All in favor 6-0-0

Approval of Minutes: Three meetings:

\*\*\*Motion: Approve the October 5<sup>th</sup> Board meeting minutes (Julia/Alan) 6-0-0 All in favor

\*\*\*Motion: Approve the (Oct. 13<sup>th</sup>) Board work session minutes (Alan/ Julia) 5-0-1 (Paula)

\*\*\*Motion: Approve the minutes of the Nov. 2<sup>nd</sup> meeting (Alan/Alex) 4-0-2 (Maria, Julia)

Administrative Report: Kimberly reported that Holiday Market was going smoothly, with a little follow-up after inspections, a few member complaints (items in aisles, standards issues, driving on the grass). Meetings included the Consultants Advisory Group of the PPS, a public talk by the founder of the PPS.

Staffing is fully hired, with the process in progress to fill the Membership Services Coordinator. The position will be posted in several places next week. Lots of bill-paying and banking and bookkeeping is being done, and keeping up with the Downtown Developments meetings.

Members thanked staff for the much cleaner food court and responsive site staff.

\*\*\*Motion: Approve the Admin report (Julia/Alex) 6-0-0 All in favor

Advertising Update: Kim reported that ads were all over the place. The Eugene Word Fill is particularly delightful, plus Eugene Magazine, Gift Guide, Hometown Savvy, Corvallis Advocate, the billboard at Gateway, radio stations KLCC, KRV, KGNU, KBueno, and the video at the airport by Travel Lane County. The elf promotion was fantastically successful, but only works because it is brief. The Weekly had the schedule wrong (happens rather often.) Plans for honoring Vi include: a reunion party in February, Vi Day on Thursday the 22<sup>nd</sup>, with presents, a stage announcement, a beautiful award, folders being passed around for a book, and a collection to buy her a shawl. More will be added. It's a secret!

\*\*\*Motion: Approve the Advertising Update (Julia/Alan) 6-0-0

Treasurer's Report: Kimberly reported in Misy's absence. Membership income is above budget, HM income is 80% collected, SM total income is above previous year budget by nearly \$20,000. Booth Fee income ended at 10% up over last year. Total SM Income was 0.4% above budget (\$977 in a \$500,000 budget). Gross profit is up about 4.8%, expenses are below budget approximately 6%, once pre-season expenses are estimated. Net income is up 11% over this time last year. Quick analysis showed income is up because sales were up, as well as fees, and more analysis can be done. Weather was more favorable this year. Still a lot of empty spaces in October and November, and vendor recruitment could help (placed in the BIN for more analysis.)

\*\*\*Motion: Approve the Treasurer's report (Julia/Eli) All in favor 6-0-0

Committee Reports: A change in the agenda was made to move the Survey Crew report to last.

\*\*\*Motion: Move the Survey report to last (Alex/Alan) 6-0-0

Downtown Developments Task Force: Diane reported that much has happened with numerous meetings to monitor since October, but this week will most likely bring the decision about siting the City Hall, County Courthouse, and Farmer's Market. The EWEB building put a fourth option on the table. Commissioner Pat Farr indicated that "everyone" wants the farmers to stay in place on the Butterfly. Once that decision is made, the emphasis will be on the PPS report in February and their recommendations for downtown open spaces. The Obie development will likely not have much of an effect on our location downtown. The City has been busy programming events in December at the Park Blocks with tents, fire pits, and music during the week, which has been getting some attention. Saturday Market assisted them in getting it done quickly. Increased use and attachment to the Park Blocks will benefit us. Most of the people living there are no longer in place, and neither is the constant police presence. Task Force actions in October included refining the wish list: prioritizing restrooms, storage for city-owned tables and chairs, a stage, a kiosk, and adding amenities such as bike racks, flexible use

coverings, etc. We suggested possible redesigns of the southern corners and Park Street, to open the space and integrate it more with the street (curb removal.) Improvements were framed as greater accessibility for seven-day use, improvements to the infrastructure for both SM and public use, and activation of the space. Next meeting is not scheduled.

Holiday Market: Alan reported that the committee did not meet in November but that all was going well. The hallway between the two markets was decorated, the portrait opportunity was being used but was not in the place envisioned for it, and Food for LC will drop off and pick up barrels. The Elf promotion was successful. The evaluation form will not be passed out every weekend and participants will be encouraged to fill it out only once. Next meeting will be the first week of January for the Debrief.

\*\*\*Motion: Approve the HM report (Julia/Paula) All in favor 6-0-0

Food Court Committee: Colleen reported that the committee made a motion to request that the Board increase and earmark funds for focusing on larger draws to increase customer attendance from 3:00 pm until closing. The group was united on this non-binding motion. This could fold into the discussion about Closing at 4:00 which is in the work plan for next year, as well as budget discussions. A proposal for a vendor-child delivery service for booths did not move forward for several logistical reasons. A proposal for Cascade Couriers to deliver outside the HM also did not move forward for logistical reasons. The HM food booth vacancy was filled by asking two booths to share the space, through a process involving both the FCC and Standards co-chairs. The duplication policy was discussed and will be addressed next season as well. A discussion was held over closing early and the general cause, declining customer numbers and sales during the late afternoon, was addressed with ideas such as promotions and special extended markets. This generated the motion above. There will be continuing discussion. Next meeting February 7th, 10:30 am.

\*\*\*Motion: Approve the Food Court Committee report (Julia/Alan) All in favor 6-0-0

Standards: Alan reported that at the October meeting, one prepackaged food was approved for the Small Local Producers Program, and two others were approved for HM sales. Several crafts were screened by the full committee after a busy screening meeting. Agenda items referred to next season include returning members attending orientations after more than some number of years absent, partnerships policy, and other items collected throughout the year. The January meeting will be the review, and setting of the work plan, scheduled for January 4<sup>th</sup>.

\*\*\*Motion: Approve the Standards Committee Report (Julia/Alan) All in favor 6-0-0

Street Team: Kelly reported on the September and October meetings. The Guidebooks have proven to be popular and are almost gone (800 left out of 5000). There will be an online flipbook version. There will be a Park Blocks version, which won't be done before April, but will be launched Dec. 17<sup>th</sup> to get vendors notified and interested. Still on their agenda for next season are Membership Promotion Outreach, Mentorship Program, UO Street Fair, 50<sup>th</sup> Anniversary, Chamber of Commerce tour of Market, asking vendors to share the new member packets with prospective vendors, adding info about Street Team and mentorship to the Orientation. The Street Team got a round of applause.

Personnel Committee: Paula wanted it noted that she was excused from the meeting. Julia reported on the meeting Oct. 13<sup>th</sup>, improved evaluation forms, and the **language** that was **added** to the Personnel Policy, under IV. Benefits: A. Medical Insurance: Saturday Market will provide all “eligible” employees with a health insurance policy **after successful completion of a three-month probationary period that includes at least two months in-season (April 1 through December.)**

\*\*\*Motion: Approve the Personnel report (Alan/ Julia) 5-0-1 (Paula) Motion passed.

Survey Crew: Kelly reported on several meetings. They have requested an extension of the subscription of Survey Monkey for two more months at \$24 per month to finish evaluating the survey and explore another form of it. Preliminary results of the first survey showed 168 responses, though not all were complete. The final results will be available in February.

\*\*\*Motion: Extend Survey Monkey for another 3 months at \$72.00 (Alex/ Julia) 5-0-1 (Alan)

Old Business: Evaluation Forms: A few small changes in language were suggested. (See forms in use)

\*\*\*Motion: Approve the evaluation forms [Amend: with the changes suggested] (Alan/ Julia) 5-1(Maria)-0 Motion passed. The point in opposition was made that some of the items were not relevant or easy for members to evaluate.

The timeline will be that changes will be made and members encouraged through the newsletter and Facebook group to participate, hoping to widely reach members including those who are not necessarily at HM. Since the election is scheduled for the 10-11<sup>th</sup>, the evaluations will be done Blocks 5 and 6. Responses go in a locked box, are reviewed and compiled by the Personnel Committee, are available to Board members for review, and a summary report is given to the employee by the Board Chair and PC. It was suggested that the Job descriptions be made available to members who want to evaluate staff, so they will be available in the vendor center.

Elections: There is a group of people who generally count the ballots, and they do sometimes need a few volunteers. Board members are not eligible to count votes.

New Business: January Schedule: Office will be open January 3-6, and will reopen February 1-3, resuming the regular schedule February 7. On Wednesday, January 4<sup>th</sup>, the Board, Standards and Holiday Market will meet. Budget and Personnel will meet on Tuesday, January 3<sup>rd</sup>. See the online Calendar for times and final scheduling. Other locations may be used when the office is closed; no staff will be available during that time.

BIN: October/November strategies

Meeting Evaluation: good work Kelly! Thanks to the outgoing Board members for their service!

\*\*\*Motion: Adourn (Alex/Alan) 6-0-0

7:25 pm