

Saturday Market Board Meeting Minutes          June 6, 2014

Attendance: Colleen Bauman (Chair), Anna Lawrence, Teresa Pitzer, Deb Huntley, Jan Bullock, Owen Van Hooser, Sue Hunnel, , Dennis Westfall, David Hascall, Caroline Dunn

Staff: Beth Little, Kim Still                  Recorder: Diane McWhorter

Guests: Lynn Brown, Paulette Richards, Deb Schussler, Cecile Haworth

Introductions and Announcements: Thanks to outgoing Board members Deb Huntley, Jan Bullock, Owen VanHooser, and Caroline Dunn for their service. Good luck to candidates Paulette Richards, Cecile Haworth, David Lee and Jan Speulda. Election is Saturday June 14.

Pressing Member Issues: none

Agenda Review and Approval: no changes

\*\*\*Motion: Accept the agenda as posted (Jan/Teresa) All in favor 9-0-0

Minutes Approval: Minutes of May 7, 2014

\*\*\*Motion: Accept the minutes (Teresa/Jan) All in favor 9-0-0

Committee Reports:

Food Booth Choice Task Force: Report from the May 14 meeting. As previously discussed, Toby's took a leave of absence from the Park Blocks. Betty Rockers was chosen to fill the space for the season, but decided not to continue after three weeks. It's a really hard job to come in under such specific conditions, but everyone is sorry for the outcome. It has resulted in some welcome space between Bangkok Grill and T.R.E.E. and other vegetarian options in the food circle have gained in popularity without the tofu dishes. The Task Force recommends not filling the space. Filling the space at Holiday Market is not a concern. There were suggestions to use the space for some type of advertising or nonprofit outreach.

\*\*\*Motion: Accept the Food Booth Choice Task Force recommendation to not fill the space (David/Deb H.) All in favor 9-0-0.

Holiday Market: Deb gave the report from the May 14 meeting. David Hascall and Deb Schussler were elected as co-chairs. Discussion of the backdrop brought up several creative suggestions to use drapes and lights to enhance the existing backdrop or to change it completely, to rent a simple backdrop, or to continue the three-year process of improvement. They will look into costs for the various options at the next meeting. All are requested to look at the drapes at Cozmic and look at stagebackdrops.com for ideas. They are also working on redesigning the evaluation form to get more useful

information. There could be separate forms for customer feedback. Next meeting June 12, 4:00 pm.

\*\*\*Motion: Accept the Holiday Market Committee minutes (Teresa/Anna) All in favor 9-0-0.

Standards Committee: Teresa gave the report from the May 21 meeting. Nine members were screened before the meeting and two pre-packaged foods (Pasta Gardner, Green Matcha Powder) were approved. Some confusion with one member led to rewriting in the guidelines to clarify the approval process. Discussion was about Art Reproductions, specifically the giclee prints of paintings and photographs. There was some support for requiring artists to stretch their own canvases for the prints, but resistance to requiring them to have the tools and skills to make the stretcher bars. Straw polls indicated there was not support for banning the prints; having the artist present with the reproductions is seen as a strong argument for allowing them. Suggestions included requiring some customer notification of the difference between the reproductions and original paintings or photographs. They discussed handmade molds and recommended allowing a member to sell the products of his deceased partner through the 2015 season, adding an additional year to the previous Board motion. Next meeting June 18, 4:00 pm.

\*\*\*Motion: Accept the Standards Committee report as is. (Jan/Sue) All in favor 9-0-0.

Personnel: Colleen gave the report on the May 29 meeting and revisions of the Personnel Policies, Job Descriptions and Evaluation forms for the General Manager and Manager of Market Promotions and Advertising. Members are welcome to ask for a copy of the revised forms and policy, as the changes are too numerous to list here. Major changes include the structure of Paid Time Off, and rewriting the sections referring to Health Insurance. Because the Health Insurance details may continue to change, they will be reviewed annually for adjustments. The improved Evaluation forms are now different colors, in spreadsheet form with room for comments and identification of what type of member is evaluating. The revisions are effectively complete but the committee will continue to work on the details.

\*\*\*Motion: Accept the Personnel Committee report and the amended personnel policy. (Teresa/Jan) All in favor 9-0-0.

General Manager's Report: We now have 445 members, slightly fewer than at this time last year. Duties last month included meetings, follow-ups with violations of policy and agreements, a Liability Insurance audit, preliminary meetings with the city about bike parking, preparing the books for the annual review with the CPA, working tasks so that other staff could have a three-day weekend for Memorial Day, and working on solutions for problems ranging from a bill for a broken outlet, replacing a broken part on one of the tents, and an increase in the required liability insurance for the county property we rent for the Info Booth. Beth compiled a detailed list of new members for

outreach to encourage them (a Board member project), and an analysis of booth fees for the months of April and May. Eugene Celebration was cancelled but the Slug Queens are still planning events (the Coronation will be held as planned in early August.) A few members are having problems paying their owings and solutions were worked out. One candidate for the Board election has not attended a Board meeting in the past year so will not be eligible for this election.

\*\*\*Motion: Accept the General Manager's report (Teresa/Jan) All in favor 9-0-0

Marketing and Advertising Report: Kim reported on her duties for the month. In addition to reading a letter and submitting 108 member signatures to the joint meeting of the City Council and County Board of Commissioners regarding the LCFM expansion, she continued with the redesigns of all of our online platforms and advertisements. These include the email newsletter (1591 recipients, 35.4% open rate, 5.8 %click-through rate), ads in many publications and locations, the rack cards, all of the special summer and graduation supplements, etc. She assisted several members in making promotional materials and business cards and held the first of this year's Social Media Socials, attended by about a dozen members. She reports great response rates on all of our media efforts. Twitter has 2555 followers, with an average of 15 posts a week, mostly on Saturdays. May on Facebook showed 1306 fans, 62 posts, 117,947 total impressions of posts. We had 6002 visits to our website, getting about 500 each Saturday. Kim posted 131 photos to Flickr, which get daily views ranging from 100 to 4000. Mother's Day giveaway had 75 donated items from 45 vendors. Twenty-three new product photos posted. Started Pinterest and got 18 followers in one day. Will be working on co-promotions with PICCFEST.

\*\*\*Motion: Accept Kim's report (Teresa/Owen) All in favor 9-0-0.

Joe submitted a list of his Operations Tasks for May, which included many detailed purchases and repairs, in addition to the Saturday setup tasks and compost delivery. He mounted a history plaque on the boards we use for posters on the corner, facing the Info Booth.

Kimberly also submitted a summary of her tasks for May, which included management of Tuesday Market craft vendors, and her work on the City contract permitting and managing the Food Cart, Café Seating, Activity and Sidewalk Commerce and Sign programs. She is learning some new computer programs and working with them, working with several City programs sharing her expertise, and she does many site and office tasks as well.

A big thanks to all of our staff for all of their hard and complicated jobs.

Old Business: none

New Business: none

Meeting Evaluation: Extra thanks to all of the departing Board members for their dedicated service. Personnel issues are sensitive so thanks for the respectful listening during the policy discussions. Feel honored to be part of difficult conversations that needed to be had. Will run again, but not two back-to-back terms. Enjoyed the food. Might be a good idea to move the GM report to earlier in the agenda because so many of the issues are addressed there. Committee reports could follow. Learned a lot. Has been fun. Fantastic bunch. Fun-very professional. Incredibly wonderful getting to know all of you.

Adjourned 7:45 The Saturday Market Board does not meet in July. Next meeting August 6, 2014.