

Attendance: Colleen Bauman (Chair), Anna Lawrence, Caroline Dunn, Dennis Westfall, Owen VanHooser, Jan Bullock, Teresa Pitzer, Sue Hunnel, Deb Huntley Excused: Elizabeth Eisenman

Staff: Beth Little, Kim Still

Recorder: Diane McWhorter

Guests: Lynn Brown

Introductions and Announcements: As an introduction, Colleen asked us to say what we do to get ready for a Board meeting. Rather than listing the responses, the Secretary can assure you that everyone prepares thoroughly. Welcome to Dennis and returning Board Members Sue and Teresa. Thanks to the Staff for the new offices and the continuing work to make the spaces fit our needs. There was a suggestion to make the front room a gallery as well.

Approval of Minutes: Minutes of the June 5 meeting. Corrections: Add the phrase “on the new space” after affirmation in the Introductions paragraph.

***Motion: Accept the minutes as corrected (Teresa/Jan) 7-0-1 (Sue)

Agenda Review: Add Promotions Committee to New Business, check on online posting of minutes and candidate statements as Old Business. (Board Minutes are online, after approval, and candidate statements will be when needed. Look on the website under “Selling at Market.”)

Committee Reports: Standards Committee (June 19) Lynn reported that cinnamon-roasted nuts were accepted but roasted and salted cashews were not and there was some discussion of “carnival food.” Mineral make-ups were reviewed to determine what types of Body Care products were being sold, generating a list of twenty-one different products. Two vendors with notices to appear did not appear and did not sell again. A discussion of Digital Signage continued and it was placed on the agenda for the next meeting. The Committee moved to approve produce at a full committee meeting but after further discussion decided that a simpler screening would work better. They decided to observe the season to see how much produce and how many vendors would be involved. Vendor-to-vendor transactions do not require screening. OCF Craft Committee and Craft Inventory Crew may hold an information session with the Standards Committee in the future as OCF works to tighten craft guidelines. (Recorder’s addition: Six new products were screened.)

Motion: Accept the June 19 Standards Committee Report (Jan/Owen) All in favor 8-0-0

Standards Committee (July 24): Eleven new products were screened. Teresa reported that one vendor responded to a Notice to Appear and her products were reviewed (most were approved.) Beth went over the “How to Screen a New Product” procedures. The Committee crafted a Guideline regarding Digital and Electronic Signage:

Electric fixed or scrolling message signs are prohibited. Examples include neon, lighted panel, and LED signs of any sort. Digital displays including computers, tablets and picture frames may be permitted if the screen does not exceed 17” diagonal measurement and does not constitute the primary feature of

the display. Your display may not be visually obtrusive or constitute hawking. Any such display should only be used to provide the customer with information about the craft or present additional items that may be available. Electronic displays with sound are not permitted.

The Statement was sent to the Holiday Market Committee for review. The Committee viewed some online material regarding 3-D Printers and discussed the possible appearance of such art, and how it will or will not fit into our marketplace. This led to a discussion of what constitutes craft and the craftsperson and how we might protect this as technology advances. Standards Committee will continue to discuss the future of the hand-crafted marketplace.

***Motion: Accept the July 24 minutes (Jan/Deb) All in favor 8-0-0

Holiday Market Committee: Owen reported on the June 12 meeting. The postcard which replaced the Vendor Packet was reviewed. The refund date was moved from Nov. 1 to Oct. 15 and the payments were restructured. They discussed a Grand Opening Weekend, ideas to promote the first weekend to make sure the show is filled. A small amount of money (\$1200) was added to the budget for promotions (previously spent on the Reader Board, which is now included in the contract price) LCFM inquired about using our overflow for their own HM. Board comments on the Postcard included the possibility of putting a logo on it so that it doesn't get recycled. The Board also suggested that "Grand Opening" usually refers to a new venue, so some other wording might work better. Thirty-one people missed the deadline but all have been contacted about their plans.

***Motion: Accept the June 12 Holiday Market minutes (Teresa/Jan) All in favor 8-0-0

Owen reported on the July 31 meeting. The show was 30% booked. The Committee discussed demographics and identified some target customers and ideas for advertising. A fundraising idea was developed to present approximately 50 bags, individually decorated by artists, which would be displayed, given away, voted on, or used in some way to promote the first weekend. They discussed the nonprofits and lobby issues. The committee endorsed the Digital Signage guideline forwarded from the Standards Committee. Next meeting August 14.

***Motion: Accept the July 31 report. (Jan/Deb) All in favor 8-0-0

Budget Committee: Lynn reported on the Budget review. Even though we allocated \$8500 from savings for the move, we didn't end up borrowing any of it. All expenses came out of current income. Cabinets (\$2500) will be depreciated over 7 years. The rent did increase and it cost \$1500 to get out of our lease (much less than expected.) We paid two months of double rent but with a decrease in our rent from the city, we managed to stay out of the red. Utilities cost will decrease. We have put the money we borrowed for the Fairgrounds contract back into savings (CDs).

Booth fees are up 4.8 % over last year at this time. We are still not up to 2008 and 2009 income levels, but seem to be heading in the right direction. Other fee increases have fed our budget but are not included in the percentage increase, which is just based on the \$10 plus 10%. The round table has not been sold, and it could be cut down to an oval to fit our new room. We can either do that or purchase a new table.

***Motion: Accept the Budget Committee Report (Teresa/Jan) All in favor 8-0-0

Administrative Report: We have 497 members. There are several member requests for point waivers for HM, but all of them are within two points. There are other requests for Leaves of Absence. Beth recommends approval for all of them. Lane County Farmers Market has decided not to pursue street closures this year but will probably return with the plan for next season after some clarifications from the City. The Annual Meeting will be held at the October Board meeting (October 2, 2013) at a location to be announced. (This was decided after some Board discussion.)

Members discussed two letters from members, one regarding busking and strolling musician guidelines, and the other earlier closure. There are guidelines for musicians and they are requested to share a percentage of their tips, and security does ask them to move around. No one present was interested in changing our hours at this time. A member may leave early on days when it gets dark before 5:00, if they feel it would be unsafe to stay longer.

The Kareng Fund Board discussed the coming changes in the health insurance industry and allocated \$3000 to fund a position to help our members navigate the process. Beth is researching grants for that same purpose.

***Motion: Accept the admin report as is (Jan/Dennis) All in favor 8-0-0

Old Business: Sabbatical Policy: Sue has spoken with lots of vendors and has not found anyone who would advocate for the policy, even though some would like to use it. She suggests that we continue to arrange situations on a case-by-case basis and revisit a policy if more vendors are favorable to it in the future. Vendors have not been turned away for the last six weeks. Emailing new vendors who may have been discouraged earlier in the season may help fill the gaps left by vendors doing other shows during the summer months.

New Business: Promotions Committee/ Task Force: Several members would like to be Kim's Minions, and help distribute promotional materials or other tasks that will help her be even more effective in outreach. Kim could be in charge of an informal group, more of a social group or club than a committee. Kim's next project will be returning to the vendor education efforts she started last year, with classes on Facebook and etsy marketing, etc. Kim will let folks know when she is ready to hold a club meeting.

Pressing Member Issues: A letter from Maria Serrot was received too late for the Board to discuss but it will be on the agenda for the next meeting.

Meeting Evaluation: The space is working better as people quiet down their voices and their anxieties. People aren't remembering to raise their hands. Time limits on the items worked well, bring them back. Having the curtains open makes the space seem larger. Meeting went well. Appreciate the flexibility and the fan.

Attendance: Teresa Pitzer (chair), Paulette Richards, Bryon Hummel, Deb Schussler, Deb Huntley, Daniel Conan Young, Sue Theolass, David Lee, Elizabeth Eisenman. Excused: Jenni Calef, Lynn Brown

Staff: Beth Little

Recorder: Diane McWhorter

Guests: Deane Morrow, Spirit Leatherwood, Abby Potash

Introductions and Announcements: Bonnie Boone and Shawna Holmes have decided not to join the committee.

Please note: Items may not appear in consecutive order as they were addressed at the meeting, but were rearranged for clarity. Points of discussion are statements of individual members and not necessarily the opinion of the whole committee.

Nine new products were screened before the meeting.

Agenda Review: Change the order of New and Old Business

Full Committee Screenings: No prepackaged foods were screened.

1. Edward Margey: Hide-A-Cans: Vegetable and other cans were filled with a plaster or PVC insert to create a secure hiding place for valuables. Committee members felt that with his woodworking skills he could find a craft in his skill area that would be much better suited for Market. Items seem too simple, not enough hand work in them. Cans could be more decorated, though that would defeat their purpose. Let the member know he is valued and encouraged to keep trying for more low-cost products.

***Motion: Accept the cans (Deb S./Elizabeth) 2-6-1 Motion fails; items not approved.

***Motion: Accept the cans with PVC inside (Elizabeth/Deb H.) 2-6-1 Motion fails; items not approved.

2. Abby Potash: Upcycled garments: Dresses and tops made from recycled clothing put together in new combinations. Experienced seamstress. Discussion: One shirt was recognizable as a shirt with a commercial image on the front (The Beatles). One applique was layered with several fabrics to make a collage image or a pieced medallion. Some of the garments seemed not generic but a little fancy, so she could be reminded to use generic bases or do a lot of handwork over fancier garments. The jacket was being used as a blank canvas, with applique to match the skirt. Some of the upcyclers do a large amount of reconstruction and sculpting, so she will learn from the other sewers. Iconic images such as the Beatles could be cut up and reassembled into more of a collage.

***Motion: Approve the items with suggestions for more handwork for a high level of artistry. (Elizabeth/Deb H.) 8-0-1

3. Elizabeth Eisenman: Wood-burned wooden objects: round tuits and magnetic g-spots. Wood from her property. Approved: 8-0-0

4. Tabitha Becker: Plastic Bead Necklaces and Bracelets. Large commercial beads but assembled with a sense of style and attractive look. Well-made with double stringing.

Motion: Accept the necklaces and bracelets (Elizabeth/Deb S.) 4-3-2 Motion passes; items approved.

5. Diane McDonald: Decorated tea balls and tea socks. Remind her that decorations need to be thermally durable and able to immerse in hot water without coming off.

***Motion: Accept both products (Dan/Deb S.) All in favor 9-0-0

6. Penny Zea: Sweetgrass: She grows it, gathers it and braids it herself. Approved.

Approval of the Minutes of the July 24 meeting: RE: Shirleen Thomason: Questions: her bookmarks approved? They are commercial items that have been rejected for others. They were approved if they have enough handwork added. Lynn mentioned that her feather earrings had three components, and met the feather guideline.

Motion: Approve the minutes (Elizabeth/Dave) 6-0-3

Administrative Report: There was a Notice to Appear, but the member involved was actually not in violation of any guidelines. He cuts his own stones, so is allowed to set them in a commercially made setting. The situation came to light when the Committee members began researching 3-D printing, and he admitted he would use one to make his molds when the technology gets cheaper. Presently he crafts a setting from base metal and sends it off to be cast in precious metals. He still has to work on the blanks to get them into finished shape for his jewelry. He invited the Committee to make a studio visit for their own education and the Committee agreed that it would be a good way to practice the Studio Visit process in a low-pressure situation. Beth will drive, and Deb S., Bryon, and Sue expressed interest in going. It will be a friendly visit to help the committee gather information about jewelry processes and the 3-D printing areas.

There was a quilt maker who was selling some low-quality bedazzled shirts but had already decided not to bring them back when Beth talked to her. Another member was sent a notice regarding some collectible and art-glass birdbaths which did not meet the standards. She has not returned.

***Motion: Accept the Admin report. (Sue/Dan) 9-0-0

New Business: T-shirts: Discussion: Should people who sell t-shirts be required to print their own? How about making their own screens? Screen-making is a bit technical but it is easy to print a shirt. There are three main methods of applying images to shirts: Screenprinting (basically stenciling through a screen), Transfers, which are commercially printed from the artists' work and generally heat-transferred to the shirt by the artist, and Direct Print, which is printed onto the shirts with an offset printer just as in paper printing. Making the art is a different process from applying it to the garments.

Jenni Calef sent an email on the subject. Some members think that it is essential that crafts be touched by the artists themselves. This ties into the discussion of the definition of hand-crafting itself. If shirts

are being printed through a more commercial method, they could be required to have more complex, sophisticated art. There will always be hand-printing, and theoretically it should be worth more than commercial printing. Sometimes the complexity of the garment is part of the issue. Plain t-shirts are considered a blank canvas, but some members use many different types of more complex garments.

The issue will remain in Old Business and discussions will continue.

Old Business: Equity/Consistency over all Craft Areas: This has been an issue and goal for the life of the committee, but is extremely difficult with all of the different types of crafts being made. The guidelines are meant to protect the craft as well as the crafter. Consistency in the committee process is the key to fairness. Organizational change always involves going over the same ground repeatedly as refinement occurs. It is important to have continuing discussions and to work for the future of the hand-crafted Market.

We are informed that the Federal Trade Commission defines the parameters of each type of handmade craft. They are very specific.

The committee again discussed the use of 3-D printing.

Motion: Adjourn (Sue/Dave) All in favor. 6:20 pm