

Standards Committee Minutes- August 16, 2023

In Attendance: Willy Gibboney (Co-Chair), Candice Westberg (Co-Chair), Michael Baldree, Chuck Roehrich, Don Parker, Anna Lawrence.

Staff: Shannon Lee- Hutson, Sonia Ostendorf, Renee Thompson.

Guests: Hunter Johnson

Absent: Marcia Knee

Minute Taker: Anna Lawrence

Board Etiquette: Willy Gibboney asked that the members speak on one subject only 2 times and limited to 3 minutes. No side talking so we can concentrate on person who has the floor, don't repeat what others have said, and those that speak all the time need to allow those that don't speak up very often to have their turn.

Announcements: Jesse Gustafson is no longer on the Standards Committee. Gayle Wyant has taken Medical Leave.

Guest: Hunter Johnson of Hippie Street Hippie Clothing Hunter came to the Standards Committee meeting because of a Notice of Concern regarding his use of Corporate Logos on his recycled clothing and concern that the artist's input in his recycling is not greater than the commercial component.

Discussion ensued regarding Hunter's use of logos in his recycled clothing. Don Parker Brought up the impending new Guidelines stating that no commercial logos may be used on clothing.

Hunter presented his case: He addressed the environmental impact of fast fashion. As seen on the website Earth.org, major corporations have a major impact on the environment as they create 94 million tons of fabric that goes into landfills annually. Hunter cited a few statistics from earth.org with regards to the climate crisis and the fashion industry as it stands right now. There is 92 million tons of textile waste is produced annually. By 2030 the textile industry will increase it global emissions by 50%. The average American consumer throws away 81.5 pounds of clothing every year. The number of times a garment is worn has declined by 36% in the last 15 years. The fashion industry is responsible for 20% of global wastewater. It takes 20,000 liters of water to produce 1 kilogram of cotton, which gets thrown away after it is used. \$500 billion is lost each year because of under wearing and failure to recycle clothes. Nearly 10% of micro plastics that are dispersed in the ocean each year comes from textiles. 2.6 million tons of returned clothes end up in landfills in 2022 in the US alone. In the retail industry when a garment is returned, and there is any flaw, no matter how small (a hole where the tag was removed, a scuff, a flaw, a stain) that garment is thrown away. The major corporations in the fast fashion industry are presently producing 50% more clothing than they were in 2000. Whereas the population hasn't risen 50% in 23 years.

Hunter taught himself to sew during the pandemic and has been producing his art for 3 years; 2023 is his first year as a market member. He has read the Standards guidelines and has found nothing noting that no commercial logos can be used. His art is sourced in Oregon, and

everything is handmade. The commercial clothing that uses logos are made up of multiple pieces.

Every piece he produces is genuinely one of a kind as he cannot find similar pieces when he is sourcing his materials. The garments original design is fundamentally altered, and the structure texture, material and color of the fabric is changed. His clothing meets the definition of collage in the Saturday Market Standards Guidelines.

He states that he claims 3500 pounds of fabric every year that he hand makes his art. He touches and utilizes 60 pounds of fabric a week. His art is not about the branding or the logos he uses on his clothes. His art is refreshing from the common monotony of what you find in retail because of the way he puts together his designs.

Renee Thompson brought up the Copyright and Trademark concerns in using corporate logos. Chuck also mentioned the use of logos in various forms- multiple logos made into a star, etc. Who would be liable- Renee added that the artist would be liable not the market. Shannon finds Hunter's work to be full of irony. Using the Champion logo is a disregard to the corporations. Then discussion about customer questions ensued about the time it takes to make one's art... Each artist has their own comeback to that question.

Michael Baldree mentioned that since we are amid revising the Standards Guidelines Handbook our decisions at this meeting might not be relevant. Michael feels that the artist has their own vision, and he needs to be allowed to created his vision. Michael also sees what the Committee's role is in rewriting the Standards Guidelines. These nuances need to be discussed further down the road.

Discussion of the presentation ensued:

Don asked "What is the basic purpose of our market, despite having a venue for craftspeople to sell their wares. Don feels very protective of the idea of creativity and the artist's input must be greater than the commercial component which means that certain things won't fit into Saturday Market (SM). Don feels that Hunter's art fits into the underlying philosophy of our market. While we provide a venue for artists, we are also trying to preserve craftsmanship.

Willy spoke to our entry level market and the evolution of an artist's work. Willy feels the need to say to everyone that is a new member that we are a handmade market, he wants us to home in on our Mission statement. Willy's trying to figure out computer generated items versus hand made. Don reminded us that SM is an Incubator market for artists to evolve with their art. Don feels our Mission statement is an important element to focus on moving forward.

Chuck thinks it might be important to do case by case with each new member and their recycled art using logos instead of rewriting the guideline or mission statement to fit Hunter's product.

*****Motion:** Accept Hunter Johnson's art through the 2023 SM/HM season if and until changes are made in the Standards Guidebook re: recycled clothing.

Anna/Chuck, 4-0-1 (Anna)

Notice of Concern: David Ricklef and his selling of copies of Norman Rockwell art. David's process is to trace a picture and then fill it in and he claims it is his interpretation of a Norman

Rockwell. Candice had photos of comparison of Ricklef's and Rockwell's art of the same print. Don says he seeks out original artwork and yet many people he screens want credit for the technique not their creative input because of the amount of time it has taken them to learn their medium. Chuck brought up queries about copying another person's art. What is the limit in one's interpretation of another person's art? Is it not ok to paint the Grand Canyon or a '57 Chevy?

David was not available to present his work to the Standards Committee.

*****Motion:** The committee wants to have Shannon Lee-Hutson contact David and set up a special meeting for David to present his art in front of the Standards Committee. Until that time David cannot sell his Rockwell prints. Anna/Willy 5-0-1 (Chuck).

-Angelica Moreno has received 3 notices of concern regarding her continued selling of commercial charms on cords in the last 2 years of SM. She tends to take them down when confronted and then puts them back up afterwards. She is in violation of Standards Guidelines.

*****Motion:** Angelica Moreno shall be suspended for 4 weeks from SM, ending September 16, 2023. If she continues to sell these commercial charms after her suspension she can potentially be expelled from SM/HM for violations of Standards Guidelines. Don/Willy: 6-0-0.

Holiday Market Extra Screenings: There was one opening space for the extra HM screenings on September 27. Don Parker will step into that space and work with Candice screening that day. Those Standards Committee members doing the screening can arrive at 3:45pm.

Agenda: Review/Amend/ Approve:

*****Motion:** Change tonight's agendas Old and New Business to the September Standards Committee Meeting. Candice/Chuck 6-0-0

Approve July 19, 2023, Minutes:

*****Motion:** Accept amended July 19th, 2023, Standards Committee Minutes. Gayle Wynant's name is now changed to Wyant. Anna/Candice 6-0-0

Renee Thompson has done research about Copyright rules and a handout is available for the Standards Committee to read before the next meeting.

Motion to Adjourn Meeting:

Anna/ Michael- 6-0-0