

Attendance: In Office: Bekah Zeimetz, Maia Bowers, Candice Westberg, Doug Robertson

On zoom: Heather Robbins-Hinton, Julia Garretson, Dani Marks Fife Ito

Recorder: Shannon Lee-Hutson

Staff: Shannon Lee-Hutson, Veronica Gutierrez

Other Participants: Shellana Moller, Teresa Pitzer, Richard Harnsongkram, Jenna Vannest, Vince LaRochelle, Allison Guillotis, Jessie Gustafson, Ram Shucart, and Craig Butler

Announcements: Bekah Zeimetz (Vice -Chair) will be chairing this meeting. Nome is excused from the meeting as she is feeling unwell in Europe. Bekah announced that a new Board Secretary still needs to be appointed, and the position is open to those that may wish to apply. This is Bekah's first time chairing a Board meeting, so she asked the Board and guests to have patience and be kind to her. Jennifer Hoberg is excused from the meeting. Gary Spetzler has turned in his written letter of resignation from the Board. The remaining six months of Gary's term will be filled in December's election cycle. Dani Marks Fife Ito needs to leave early (Rosh Hashanah).

Pressing Member Concerns: Blazing Chef has submitted a letter to the Board requesting leniency from the FC absentee policy. Jonah reported multiple issues this year and will be two days over the allowed six absences.

**\*\*\*Motion: Grant the Blazing Chef an exception to the attendance requirement for this year. (Candice/ Maia 5-0-0)**

Jessie Gustafson has two concerns (1) HM storage space and (2) 6% processing fees on credit cards sales charged to members. She feels that the Market is "Nickel and Diming" its members. Allison Guillotis asks how many members are utilizing this service; Shannon responds, there are 12 members out of 619 last month. Allison suggests transitioning from credit card processing by Market to training on how members can process their own credit card sales. Other members add to the discussion, and Bekah asks to add this topic to New Business for November's BOD meeting.

Craig Butler asks that members need to put booth number placards on their booth every Saturday to assist customers and SM Security in finding Member's location. He also discusses the need for a plan or a concept of a plan to address the SM website. It needs a massive overhauling.

Julia Garretson reports that her neighbor sent a letter o the Board and it had not yet been addressed nor was it in the Board Packet. It will be addressed next month.

Jenna Vannest proposes creating a marketing task force to address our staffing gaps. (No Marketing Manager- Renee on leave, or Marketing Assistant- Rachael Bolton is no longer employed with SM). Suggests hiring a consultant and task force.

Allison Guillotis proposes a web redesign task force.

Agenda Review and Approval: Bekah makes some Agenda amendments: Shannon will be giving the advertising report. Doug Robertson will be giving the Holiday Market Report. Nome was supposed to give the Board Education Minute (BEM), but due to her absence it will be removed and added to next month's BEM. Richard Harnsongkram will be giving the Food Court Report. Standards Committee Presentation will be removed from New Business.

**\*\*\* Motion to approve the amended agenda (Candice/ Doug 5-0-0)**

Approval of Minutes: A few corrections to be made, 2 misspelling of members' names and an odd phrase that should be edited out. Shannon will make the corrections.

**\*\*\* Motion to approve the amended Board minutes from September 4<sup>th</sup>, 2024. (Dani/ Doug 5-0-1)**

Treasurer's Report: They August P&L report and a Balance sheet as of August 31<sup>st</sup>, 2024, were included in the board packet. The Holiday Market deposit, in the amount of \$26,500.00, was budgeted for July but paid in August at the Lane Events Center request. There are three pay periods (instead of two) in August because the September 1st payroll was paid on August 31<sup>st</sup> due to a calendar holiday. Therefore, payroll looks higher than expected. The above-mentioned expenses do bring our net income down for August, but these were budgeted expenses.

**\*\*\* Motion to approve the Treasurer's report. (Maia/ Julia 6-0-0)**

Administrative Report: There are 619 current members. We continue to work toward increasing the scope of our durable program and possibly adding plates.

Staffing issues: Rachael Bolton and Rudolf Korv have turned in their 2-week notices and their last days are both October 1<sup>st</sup>, 2024. Renee Thompson is expected to go back to work in November 2024. We need to hire a temporary Office/Booth staff member for Holiday Market.

HM24 Billboards: Will advertise from 10/7-12/8. One on W 7<sup>th</sup> Ave will run from 10/7-11/3 and one on W 11<sup>th</sup> will run from 11/11-12/8. HM24 Inventory is completed. The HM24 Map has been slightly altered to correct some safety issues in the Food Court configuration, Fire Marshal corridors and the addition of Sara's Tamales. The Holiday Market Guidebook has gone to 2<sup>nd</sup> proofing with 30 pages. The poster and postcards are available for distribution and for members to hand out to customers. Met with Fire Marshal (9-5-24). Holiday Market Committee members will submit a map to the Board after voting on design.

Park Block redesign planning will be starting soon.

Makeda's Cuisine is discontinuing attendance for the remainder of Saturday Market 2024 season immediately, as well as Holiday Market 2024. They hope to return in the future.

The CD is maturing 10/04/24.

Mediation update: Final authorized mediation update appointment is scheduled for October 15<sup>th</sup>, 2024. CDR (Center for Dialogue and Resolution has been paid in full (\$700.00) on 9/12/24. At this time, we will not be moving forward with proposed phase 2.

Website redesign proposals/ estimates presented (Bema Creative). Two plans: (1) Complete redesign of website and new directory (\$15,750.00) and (2) Complete Website redesign of website and salvaging of old Directory (\$8,250.00).

HM24 “Pilot Program” for Durables plates: 1000 plates available per Block for participating Members through the SES program. The cost is \$475.00 which the Market will absorb through the Sustainability Program. The purpose of this pilot program is to gather data so we can appropriately expand our Sustainability program for the future.

Visa Check processing fee was discussed.

HM25 “Booth Holder of Record Placement” form due December 15<sup>th</sup>, 2024.

**\*\*\*Motion to approve the Administration Report. (Candice/ Doug 5-0-0)**

**\*\*\*Motion to hire a Temporary Office Assistant with the following stipulation: if temporary hire is a familial relation to the GM, a “No Conflict Clause” will be contracted and Veronica Gutierrez will act a direct Supervisor to relation. (Doug/Maia 5-0-0)**

(Dani leaves the meeting.)

Budget Committee: The Budget Committee convened over email to address the maturing CD. The Committee made a motion for the General Manager to roll the initial investment of the maturing CD in the amount of \$10,000.00 into another CD and deposit the interest into the money market account at WaFed. (Heather/David 3-0-1)

**\*\*\*Motion to accept the Budget report. (Doug/ Julia 5-0-0)**

Advertising Report: Rachael Bolton prepared a report in Renee’s absence.

Social Media Statistics Updated 9/25/24 SM

Facebook: 24,016 Followers (+55)

Instagram: 10,266 Followers (+20)

Twitter: 4,944 Followers

Mail Chimp: 3,742 Subscribers

Google Review: 2,894 Reviews/ 4.6 out of 5 rating

There is a steady growth across all our social media platforms. We have seen an increase in social media engagement, with more followers actively participating in commenting and sharing their experiences at the market.

**\*\*\*Motion to Accept the Advertising Report. (Doug/ Candice 5-0-0)**

Old Business: Meeting Recording Policy – deferred to November

Holiday Market Committee: Bekah prefaced the Holiday Market Committee report with a statement.

*“What is being presented for the communal HM25 map is a framework to be refined not a final project. It is still a work in progress.”*

Doug gave the report from the Holiday Market Committee meeting on Friday, September 27<sup>th</sup>, 2024, from 11:00am-1:00pm. He reported that the dress up days for HM will be finalized when Soromundi is booked by the new Booker, Harlan Rivers.

The Market could use a volunteer to help with Social Media promotion if any members have the skills and availability. Sonia is working on booking the tail-end of our membership, with single and zero-point members and new members being contacted now. HM blocks 4-6 will most likely be sold out soon. She also has the Volunteer Work Task sign-up book ready at the Info Booth on Saturdays or in the Office, available to the membership to select their tasks. Posters and postcards are available for pick-up at the Office.

The Memorial/Art Bench project is taking shape. We have several members interested in making a bench. Our hope is to have at least 10 for this year. The Elf Game sign-up will start this weekend at the Market. We have prizes selected and will order when the artwork is available. The Game will run the first two weekends, with three \$25 gift cards for each weekend to sweeten the prize pot.

The Committee then moved into the Map Layout Discussion. We reviewed the suggestions we received in the box placed at Market for the month of September, as well as heard from members who emailed input or attended the Town Hall and HM meeting.

It was explained to the Committee that we needed to select one layout to send to the Board as a “working template” to show the Fire Marshal, as they have previously indicated that our permit for this year is dependent upon the changes we are making for 2025. Both Vince and Dara answered questions about their individual maps, including booth totals and corner availability. Vince’s layout offered 275 spaces, with 109 being corner spots. Dara’s layout offered 331 spaces, with 176 corners. The discussion was very thoughtful,

with great ideas coming from both concepts. The decision came down to which map offered more spots and needed the least amount of change to make it work, and which Layout achieved the goal of bringing all our spaces together as One Market. Catherine motioned for the Committee to recommend Dara's Map Layout to the Board for review and approval, as a working template, acknowledging there are changes to be made to adapt the current design to meet the Fire Marshals needs. Catherine/Doug 10/0/1 (Vince voted no)

Vince leads a discussion about his concerns about the proposed map and asks the Board to reconsider the HM recommendation. Candice voices concerns about all Atrium doors being open. Maia explains that the map is still malleable. Doug states the new design has (1) better booth spaces (2) creates a unity/cohesion between the 3 rooms (Holiday Hall, Atrium, and Evergreen Hall). Jessie comments about storage space. Ram warns about "dead booth spaces" and Memorial benches as a possible detraction from booths.

**\*\*\*Motion to accept the Holiday Market Committee Minutes from August 30<sup>th</sup>, 2024. (Maia/Doug 5-0-0)**

**\*\*\*Motion to move forward with the proposed working Hm25 map from the HM Committee. (Doug/Maia 5-0-0)**

Food Court Committee: No report was submitted. Richard gave the committee report for September's meeting orally. Sarah Marie Jones announced her resignation as FC Secretary. Bronte Lemke was a guest speaker educating the committee on free Social Media advertising. Pilot program for durables at HM24 was discussed. There was discussion regarding concerns regarding Booth Selection Protocol.

**\*\*\*Motion to approve the Minutes from August 28<sup>th</sup>, 2024. (Maia/ Candice 5-0-0)**

Standards Committee: Candice gives the Standards Committee report from the September 18<sup>th</sup>, 2024, meeting. There was a guest presenter, Laura Waters, who shared some valuable information regarding food licensing and insurance requirements. We have added that topic to our work plan for next month to help clarify the market's own requirements. She shared links and resources to help the market in that process.

The Food Court Standards and Guidelines Handbook continues to be edited at each meeting with the goal of having it ready for the start of next season. Candice clarified that the Committee was not "creating policy" for the Food Court, just gathering the information in one document for editing and review.

We are beginning work on a Standards Committee Handbook so that procedures and guidelines are gathered in one place for future Standard's Committee ventures.

**\*\*\*Motion to accept the Standard's Committee minutes from August 21<sup>st</sup>, 2024. (Doug/Maia 5-0-0)**

Sustainability Committee: Julia Garretson gave the Sustainability report from September 11<sup>th</sup>, 2024. Staff have replaced hoses at water refill stations, improving the taste of the water. These stations will hopefully reduce the purchase/presence of single use, plastic water bottles.

New compost restriction set by Rexius: no longer taking any paper products so compost load has gone from approximately 8 garbage bags of compost per Saturday to 2 garbage bags. We are looking for a new (probably independent) person to take our weekly compost.

Made a formal recommendation to the food court committee: please use up any plastic utensils by the end of park blocks season 2024. Plastic utensils will not be allowed at HM 2024, so members have several months to transition to durable utensils. No plastic utensils at HM.

Dani is creating a sustainable packaging guide for market members.

**\*\*\*Motion to approve the Sustainability Meeting Minutes from August 14<sup>th</sup>, 2024. (Maia/ Doug 5-0-0)**

New Business: Temporary Hire (Office Assistant) – skipped, as was discussed during administrative report.

Volunteer of the month- Heather Robbins-Hinton was nominated and voted unanimously as October 2024 Volunteer of the Month for her exemplary work as the Board Treasurer and on the Budget Committee.

**\*\*\*Motion to approve Heather Robbins-Hinton as October's Volunteer of the Month. (Doug/ Candice 5-0-0)**

Meeting Evaluation: Bekah thanks the Board, Staff, Committee members, and Honored guests for successful 1<sup>st</sup> meeting as host.

**\*\*\*Motion to adjourn. (Doug/ Candice 5-0-0)**

Next meeting on Wednesday November 6<sup>th</sup>, 2024, 5:15pm-7:15pm.

No Executive session.