

Saturday Market



Annual Members Meeting

December 8th, 2024

- Introductions
- Board of Directors Report- Nome May, Board Chairperson
- Standards Committee Report- Anna Lawrence, Co-Chair
- Food Court Committee Report- Casey Marks Fife Ito, Co-Chair
- Kareng Fund- Alex Lanham, KF Board Chair
- Personnel Committee Report- Maia Bowers, Committee Member
- Budget Committee Report- David Winship, Committee Member
- Sustainability Committee Report- Brigitte McBride, Co-Chair
- Holiday Market Committee Report- Dara Robertson, Co-Chair
- Volunteer Report- Sonia Ostendorf, Membership Coordinator
- State of the Market Report- Shannon Lee-Hutson, General Manager
- Award Presentation- Shannon Lee-Hutson
- In Honor and Tribute

Saturday Market



Board of Directors Report

Presented by Nome May

Chairperson, Saturday Market Board of Directors

Board of Directors Report 2024 - Nome May, Board Chairperson

Stop me if I have told this story too many times - When I was a teenager, I longed to be part of an intentional community. I found that experience by following the Grateful Dead, and I got my start selling beadwork. Grateful Dead tour led me to the Eugene Saturday market, and here I've found my dream of intentional community come true. I still can't get over the fact that we create our marketplace through the process of self-governance by volunteers! Serving on the Board these last three years has been an honor, a challenge, and most of all a real pleasure. I thank you all, my peers and friends, for giving me the opportunity to be a part of our community.

Here's a thing about including everybody. It doesn't mean including everybody on their own terms. There are agreements we make about behavior and policy; we have a code of ethics and conduct. We listen to each other and take a positive approach to problem-solving. Most of all, when we disagree, we do so with courtesy and respectful language. We value each other and our staff, and recognize we are all human beings doing our best in the moment. We are many, and with many come moments of asinine behavior. Check yourself, don't be that asshole.

But enough about me! Let's look back on the Board's doings in 2024.

- We changed our agenda format and put "old business" in between the Staff and Treasurers reports and committee reports. It might seem like a small thing, but it gives us more energy to work on Board decisions earlier in our meetings.
- We started the "Ready, Willing, and Able" annual membership option, whereby members have the voluntary choice to pay more than the minimum requirement for membership. Members have equal access to the same benefits, rights, and services. This is just a little way to support the market that supports you!
- We started a discussion about opening in March to compensate for super-hot summer days, wildfire smoke, and heavy downpour days as our weather becomes more extreme. Plans are in the works to try out selling in March by sharing with Eugene Farmers Market, as we do on Tuesdays.
- We tested out another extreme weather/rainy day option for reserve members. If the number of reserve member checked is at 1/3 or less, and attendance is expected to be low, reserve members may request and pay for a second booth to provide shade or rain protection.
- When I look back on this year's Board meeting minutes, it really shows how much work our committees have done- Holiday Market Committee, Standards Committee, Sustainability Committee, Budget Committee and Food Court Committee have all contributed an enormous amount of support for our changing Market environment. At

660+ members we have a vast resource of untapped potential energy. every artist in a booth is supported by another artist in a booth who volunteers.

Please encourage your new neighbors to join a committee, a task force, and run for the Board.

Thank you everyone, so much, for your patience, your kindness, and your thoughtfulness, I am so grateful for the Eugene Saturday Market!



Standards Committee Report

Presented by Anna Lawrence
Co-Chair, Standards Committee

Standards Committee Annual Report 2024

This was quite a year.

At the start of 2024 the Standards Committee consisted of 7 Market members that were cohesive and artistically complementary. These qualities made for some fantastic and productive meetings. We screened new members together; we broke bread together and we made decisions about Saturday Market that benefited our basic tenet- *The Maker is the Seller*. Our primary goal was to keep the market fresh - to keep original art at the forefront of our mission. We worked hard, were mindful and diligent, making decisions that we felt were key in following our motto. It was not an easy year of decision making, yet keeping Saturday Market at the forefront of what we worked on helped in the process of decisions.

I WANT TO THANK FROM THE BOTTOM OF MY HEART THOSE PEOPLE WHO HELPED TO MAKE THIS HAPPEN:

- Our co-Chair Candice Westberg who is the most prolific and amazing writer
- Willy Gibboney who kept us on track when going down rabbit holes seemed more desirable
- Don Parker who brought 70 years of experience to the table in various areas of artistic creation
- Michael Baldree whose background with 2 Parents that were English teachers was paramount in helping us with syntax and verbiage as we labored over motions
- Chuck Roehrich whose spirit of art and open heartedness helped us to see other sides of issues
- Sophia Laverdiere, who excelled in the field of herbal and tincture issues, but unfortunately moved to Colorado in June.
- Our newest member is Shellana Moller and her experience is in fabric dying and her mind is like a steel trap for information and research has rounded out our committee.

As we finish the 2024 season, we are losing 3 of these members ... Willy, Don and Michael as they venture forth in various endeavors. Thank you for your participation. 2025 brings forth new energy with the addition of Doug Robertson, Ram Shucart and Jacob Young to our committee.

This year we covered many topics that were on our Annual Work Plan. We addressed:

1. Members with Employees
2. SM's possible participation at the Lane County Fair
3. Ingestibles
4. Text only Art
5. Saturday Market Merch Program
6. the sale of Pipes
7. Licensed Images and Logos
8. the possibility of a March opening
9. A Food Court Guidelines Booklet, and conversations about Food Handlers Cards.

We were busy, diligent and mindful as we wound our way through these issues. We ended the season with our delicious annual potluck.

Not to mention all the Notices of Concern, Notices to Appear and New member screenings all the while keeping the *Maker is the Seller* at the forefront in our minds. That one statement alone is what has kept this market viable for 53 years. This committee believes that this is the most important construct to remember.

The Standards Committee works hard to maintain our unique and beautiful market. It is not an easy task but a very important one which we all find deeply rewarding. We've updated the Standards Guideline Handbook, and I encourage you all to read it... this winter in front of the fire with your favorite beverage. It's a great read.

Next year we will begin by finishing the Food Court Guidelines Handbook, tackling the new Standards Committee Handbook which will outline what our committee is about, how to be on the committee and what our goals are. As we proceed into 2025 our Annual Task list will grow as we continue to tend to our market in the best way possible.

Thank you.

Anna Lawrence

Saturday Market



Food Court Committee Report

Presented by Casey Marks Fife Ito
Co-Chair, Food Court Committee

Food Court Annual Report 2024

Food Court Committee elected new co-chairs: Casey Marks Fife Ito & Richard Harnsongkram

We are Grateful to Barbara and Haven for their service over the previous year(s). Sarah Marie volunteered as minute taker in February and resigned after completion of the September minutes. Richard took minutes for the meeting in October, our last committee meeting of the year.

- New Faces:

Welcome to the new owner of The Blazing Chef, Jonah Martinelli, who took over the booth from his mother with the help of two active business partners, Michelle Kitchens, and Maryn Miller.

Welcome to the new owners of Sarah's Tamales, Mariana Tamayo and Teresa Hernandez

- Switching booth spots:

The Blazing Chef was moved to the East side of the food court, switching spaces with The Bold Flavor for 2024. This was due to the Board of Directors passing a motion to try this swap for one year. Swapping spaces was one of the suggested solutions to bring the deep-frying booth, The Blazing Chef, into compliance with the Fire Marshals requirement of 5 foot distance from other booths in order for the Fire Marshal to issue the necessary permit for all of the market.

-A West side Pop-up tent

A Pop-up tent trial was implemented by management in an effort to conceal the rear of food booths on the West side of the food court and offer a break space for food booths; a 10'x10' pop-up canopy was purchased to be setup on the lawn directly behind the food booths on the West side of the food court. After several weeks of use and feedback from the affected booths, it was removed and a screen fence to obscure visibility was implemented.

- Necessary Food booth footprint increase:

We had lots of ongoing discussion about the new construction and layout of the park blocks, with a goal for new, realistic, equitable, footprints for food booths. It was found that; with consideration to fire marshal propane tank guidelines, and the necessity for many food booths to have a three basin dish washing station (as required by the health department for temporary restaurant license, unless they are using an additional licenced kitchen), an 8ftx12ft footprint is not realistic for a food vendor to be contained entirely within.

- Financial success:

Overall it has been a less profitable year across all FCC members. Speculation on causes include: The Farmers market offering hot food options, Food Cart Pods, civic Saturday activities around town. All vendors have been encouraged to put energy into menu presentations and social media presence. There is a lot more competition than there used to be.

- Holiday market:

There is a desire from some food vendors for an early closure option at Holiday market. Not all vendors wish this, but at least half present at the meeting do. Through many years of data tracking, some members report Food sales plummet after 4pm, making it difficult for vendors to justify paying their workers or continuing to serve.

Two of the solutions shared were; an optional 4 pm closure, or a shift in Holiday Market hours to 9am-5pm. Additionally, craft vendors not being allowed to enter the LEC until 8am has shown an adverse impact on food sales in the morning when vendors would typically buy breakfast, food or drinks when they were able to enter the building earlier to get set up.

It was brought up during a meeting that a motion made in 2023 to give our approval for a one-year-only trial of a 'coffee corner' and pre-packaged, ready-to-eat food to be offered in the Holiday Hall has expired and should be discussed further. This motion was made stemming from the request of office staff members and the Holiday Market Committee of 2023 to consider options for ready-to-eat food and coffee to be offered outside of the food court without creating a second food court. The office explained that multiple booths had already been booked for this year that offer prepared food and coffee outside of the food court.

Many other topics were discussed during our meetings and are covered in the meeting minutes. This report highlights some of the most pertinent topics covered in 2024.

Thank you to the Board of Directors for your service,

Casey Marks Fife Ito & Richard Harnsongkram

Saturday Market



Kareng Fund Report

Presented by Alex Lanham

KF Board Chair

The Kareng Fund Report Annual Meeting December 2024

The name is pronounced “Caring Fund,” named for two generous artisans with the first name Karen, who supported the fund in the early days. The tradition of passing the hat at Saturday Market, which was established in 1970, was always a feature of the community but was formalized in 2004 for the first time. A committed Board of Directors gained independent 501c3 nonprofit status in 2014 with training by David Atkin of Center for Nonprofit Law. The Board consists of nine volunteer Directors with connections to the Saturday Market. Administrative costs are minimal with no paid employees, to direct as much as possible to grants.

The Fund serves artisans in Oregon who are actively handcrafting and members of an arts organization, who are eligible if they are low-income (less than 200% of the Federal Poverty Level) and experiencing a serious crisis.

Over 200 grants have been awarded in 20 years, with more than \$125,000 in total given. Through the opportunity to donate every week on their fee envelopes when selling, Saturday Market members are primary donors. Every quarter the Market transfers the donations to the Fund account. Fundraising events bring in between \$5000 -7000 annually.

Amounts per recipient varied from \$500 to \$1000 in most years. Amounts change as the fund total changes, reaching a high of \$1500 when donations were generous and need was great, in 2021. During the Covid-19 pandemic, the grant amount was reduced to \$250 per recipient, and 40 grants were given. A few remained at the higher “full grant’ amount for more extreme circumstances. Need extended from early 2020 throughout 2021 although little fundraising was possible due to the danger of gathering in person. Saturday Market was closed for the first ten weeks of the 2020 season and operated at 50% of capacity until the 2022 season.

Grants per year generally number about ten, increasing to twenty in 2022 and twenty-four in 2023. A Bereavement Grant of \$500 was added for families experiencing the death of the artisan or significant family member, to assist with end-of-life expenses.

Need in 2024 has receded slightly but the fundraising has not matched the need for several years and the fund continues to be diminished as new fundraising opportunities and donors are sought. Current efforts include the annual Basket Raffle at Holiday Market December 24, 2024, the Pottery Smash Auction at Holiday Market December 15, 2024, and Art Bingo scheduled for April 13, 2025.

Contributions are fully tax-deductible (Tax ID 46-1198603).

Diane McWhorter, Secretary, The Kareng Fund



Personnel Committee Report

Presented by Maia Bowers

Committee Member

Personnel Committee Report 2024

The Personnel Committee is not the busiest committee. Every year, we survey the board and do the General Manager's evaluation. Sometimes we recommend staff raises to the Budget Committee. But this year we had an exciting opportunity!

Shannon is responsible for hiring all the staff. But she had been having a hard time finding an Assistant General Manager who was a good fit for the Saturday Market. So, she asked us to help by doing a round of interviews and giving our feedback and recommendations. We met three excellent candidates and asked them our serious questions and our silly questions. All of them had different strengths, but after lots of conversations with Shannon, we all agreed that Veronica was the best choice. And she has been great! She has a wide variety of skills, and she's comfortable learning new ones. She's upbeat and friendly. She's dependable. We were very excited to bring someone on staff who speaks Spanish. And after only a few months on the job, she was able to step in for a couple weeks and allow Shannon to take her first vacation!

So, we can't take full credit for Veronica, because Shannon made the final decision to hire her. But we were honored to be part of the process.

Maia Bowers

Saturday Market



Budget Committee Report

Presented by David Winship

Budget Committee

Budget/Finances 2024

BUDGET/FINANCES Report

Our expenses increased this year, as expected, and the staff did an excellent job of keeping them within the budget as much as possible. Sales were down this outdoor season, which resulted in a lower than budgeted income, but this is going to happen in some years. This is a good time to remind everyone that we rely on you to remain faithful to your commitment to pay the balance of your booth fees before the end of Holiday Market.

Presented by David Winship



Sustainability Committee Report

Presented by Brigitte McBride

Co-Chair, Sustainability Committee

Sustainability Committee Annual Report 2024

Sustainability is an integral part of our market community, and we are a powerful example of sustainability in action for our visitors. Our team worked all year to support the return of our durables and compost sorting programs, ironing out kinks with communication and new ideas.

We also worked along with the staff to host the first-ever Sustainability Rocks Block Party! Even though we lost two members, we gained three new ones! Our current committee includes Brigitte McBride (chairperson), Julia Garretson, Elise Corin (minute taker), Dani Marks Fife Ito, Ken Willis (community member) and Ash Robinson (our newest member). This passionate and dedicated team achieved the following in 2024:

- Morris Shuey and the recycling crew successfully implemented the return of our durable forks and compost sorting programs by delivery and pick-up of clean/dirty forks from food vendors, creating effective signage for garbage stations, operating the compost sorting station, delivery of compost to Rexius and cleaning and sanitizing forks at Erin's Table (a community kitchen that is close and very affordable).
- Sustainability Rocks Block Party! Vendors with sustainable practices were identified by a sign in their booth, and customers could participate in a treasure hunt to find at least five of these vendors. The prize was a free succulent, and we also had a kids' area with a composting/seed planting station (thank you Veronica for running this!). The block party went well overall, with good energy and effective road closures. Staff reported a large participation by market members and good income for the market. The committee later discussed areas that need improvement if the event is to be repeated.
- We have sustainability merchandise: T-shirts, utensil kits and tote bags. All three items are made by market members and are available for purchase every Saturday at the info booth. Hopefully, they will be available for purchase on the market's website soon and will produce income for the committee's programs.
- Staff installed two reusable water refill stations on the park blocks. These can reduce the purchase/presence of single use, plastic water bottles and was one of several actions taken to receive the Rethink Business certification from BRING! To become Rethink certified, businesses must meet at least 50 percent of the criteria in waste prevention, recycling, energy use, water use and environmentally preferred packaging. Congratulations to the staff for making this happen!
- New, statewide restrictions on paper products in compost (in September) made it necessary to begin a search for a new person/place to take it. The amount we can compost at Rexius was greatly reduced when this restriction took place (from 8 garbage bags to 2). We are hopeful to find a person/place that will take our compost that includes paper products.

- Made a formal recommendation to the food court committee to use up any plastic utensils by the end of park blocks season 2024. Plastic utensils are no longer allowed beginning at HM 2024.
- Shannon worked with Kelly Bell (Master Recycler) in collaboration with the Sustainable Event Services Program and Action Rental to provide a durable plate pilot program for Holiday Market. It will be free to participating vendors, and Kelly Bell has offered to provide volunteers. Committee members supported the program by researching containers for transporting sanitized plates and by creating a promotional poster/flyer to help educate people on the benefits of durable dishware. Incorporating durable bowls and cups is a possibility for 2025.
- Dani is creating a Sustainable Packaging Guide for members to help them take steps towards using more sustainable packaging options. It will be available in 2025 and will be a permanent resource for vendors on the website. We will also share it in the newsletter, and it will be included in the HM packet.
- Chairperson Brigitte McBride is resigning from the committee at the end of 2024, so, a new chairperson is needed.

Please email Brigitte McBride with any questions: goosehillgifts@gmail.com

3 Life Lessons from 30 Years of Volunteering

I began volunteering when I was 25 at the Chintimini Wildlife Rehabilitation Center in Corvallis, OR. Next year, I will be 55! During the past 30 years, I have always volunteered (sometimes for two organizations at once). My last 5 years have included writing articles for our newsletter and being on the board. Most recently I have been the chair of the Sustainability Committee working with a small yet mighty team of staff and other members to bring back composting and durable dishware. This is my last year of volunteering. I am beginning a new phase of life and will use my time learning to illustrate and being a grandmother. But before I go, I must share 3 Life lessons from 30 Year of Volunteering:

1. Using your voice is a powerful choice. “There’s power in allowing yourself to be known and heard, in owning your unique story, in using your authentic voice.” I love this quote from Michelle Obama because as a child that was bullied for my unique voice, speaking up and sharing my opinion used to be a challenge. However, after working on different teams as a volunteer, I learned that my ideas were not only important but sometimes essential for things to move forward. Which leads me to my next lesson learned.
2. Everyone has something to contribute. As a volunteer you often meet other passionate individuals with strong beliefs and/or opinions. Their passion is usually why they are volunteering. So, discussions can get heated, but it is usually because someone cares deeply about something. As humans though, we must harness our fears and listen, accept and respect others. Have you ever been in a new place, feeling alone and a stranger walks by and smiles at you or says hi? If yes, didn’t that simple gesture give you something? I believe everyone can make a difference in some way.
3. Giving is a win/win. I will never forget the two years I volunteered with the Corvallis Family Table. Twice a month, we used a community center to serve a hot meal to go for anyone in need, no questions asked. The original idea was for families to have a meal together at home, but people without homes were also welcome and would come in. There was a period of my childhood in which I experienced neglect and went without food sometimes. However, through the kindness of my neighbors, I ate most nights. At the Corvallis Family Table, I was able to return this kindness. When people would thank me for the food, I always felt this huge swell of love and gratitude for being able to help them. I wrote this article as a farewell to volunteering and to encourage you to consider volunteering. Our market community provides many ways to do this, and trust me, helping others (with others) is something you probably won’t regret during the end of your days.

Brigitte McBride

Saturday Market



Holiday Market Committee Report

Presented by Dara Robertson

Co-Chair, HM Committee

HOLIDAY MARKET COMMITTEE ANNUAL REPORT 2024

The current Holiday Market Committee members include Co-Chairs Dara & Doug Robertson, Vince LaRochelle, Teddi Wheeler, Dru Marchbanks, Diane Rivas, Sarah Bast, Sarah Breinig, Catherine Heising, Maia Bowers, Ray Bafaro, and Jenna Vannest. We would also like to acknowledge Katie Swenson, Megan Burr, Anna Lawrence, Andrea Daly, Haven Sunstrom, Alyssa Hennessy, Jennifer Hoburg and Julia Garretson for their input and time visiting the committee and participating in our discussions. Our committee had a very productive and busy year, and we appreciate the hours our members have dedicated to helping keep our Holiday Market moving forward.

A HUGE THANK YOU to ALL the amazing volunteers who showed up to help tape the floors and decorate the halls. A special mention to Diane Rivas, Sarah Bast, Sarah Breinig, and my mom Darla Robson, who donated their time and crafty skills to help make all the new decorations you see in the Lobby and Hallway. We focused on recycled and reused materials when creating the decor. Thanks to Eugene Weekly and Mecca for the donated materials used to make some of our items this year!

The Committee held our annual Debrief on Friday February 2nd, 2024. The dates for the 2024 Market were proposed by Shannon and sent to the Board for approval. We reviewed the data collected in the paper surveys and discussed Hours of Operation questions. The participation rate for the paper survey amongst the membership was between 25-30% for the entire Market run. The Committee felt it wasn't justifiable to make changes without more member input, so an online survey was created. We sent it out to all our members, (over 600 at the end of HM 2023), as well as a separate survey to our consumer subscribers. The participation rates for the online survey matched the 25-30% we saw from the paper survey, so the HM Committee sent these results to the Board, asking for the review of our Hours of Operation for 2024 HM. The Board decision was to keep our hours unchanged for 2024 and attempt to achieve at least 51% participation through other means before implementing any changes. It has been decided that a question about Hours of Operation will be included on the Membership Postcard that goes out in the Spring. All who sign up will have the chance to add their opinion by filling out the short question, and staff will contact anyone who skips this step, assuring we have significant data and input from all regarding this endless question.

During the 2023 Debrief when the Committee reviewed the Volunteer Work Task Book, it showed that 1/2 our membership selected to participate by volunteering their time and doing one of the many tasks needed to prepare, put on, and put away our Holiday Market.

The other 1/2 chose to pay the “fee”. The manpower needed to put on an event of this magnitude requires more of us to choose to engage in a bodily way when possible. It costs the Market more than it collects in fees to hire the staff needed to fill the gaps when we choose to participate in that financial way only. I would LOVE to see more of our membership showing up to help us make this Market as awesome as possible in the future.

There was a proposal made in February to discuss a shift in our Entertainment bookings, specifically to move all our larger acts like Choirs and Amplified Bands into the Holiday Hall, utilizing the enormous stage in that room, and to shift our Food Court/Evergreen Stage to an “Unplugged” Acoustic Stage. I’ve heard from quite a few vendors as well as our awesome new Entertainment Booking Agent Harlan Rivers, and I am excited about the positive feedback so far! This change is intended to alleviate the numerous volume concerns raised by the Food Court and adjacent booth vendors. It will also assist with the flow of traffic in and around the Food Court, moving all our awesome dancers into the space designed just for them in front of the Holiday Hall stage, allowing customers and our food vendors to move easily in front of the stage area.

In early Spring a To-Scale Map of the LEC was created, to assist the Staff in planning and staging the HM. A re-map of the Holiday Market was proposed, which coincided with a need for us as a Market to address many of the remaining concerns our Fire Marshal had with our existing layout. Our ability to receive our event permits for 2024 relied upon us making some big strides towards fixing our map. I brought a new Map idea to the Board in late Spring. The Board requested that the HM Committee review and discuss all map layout ideas that were in progress and select one to submit to the Board for approval. The Committee received map ideas from Vince LaRochelle, Dru Marchbanks and Dara Robertson. A Town Hall was planned in August to allow designers to present their ideas and answer questions from the membership. The consensus from the membership who participated, along with the HM Committee, was to see a layout that combined the best elements from all three designs. I re-drew a map using parts from the other two designs, and the Committee voted to approve it. The layout was sent to the Board for approval, and the design will be implemented in 2025. It is considered a “work-in-progress” that Sonia will use to start booking for 2025, acknowledging that for the next few years there will be slight changes made as we discover how to fit into our new space.

The Committee also assisted in selecting the Poster design for this year’s marketing campaign. Luna Sansone submitted an awesome design and was delightful to work with as we blended her artistry with our marketing needs. A big thank you to Luna for her beautiful submission.

I would also like to take this opportunity to thank Silver Lee Hutson for the fantastic work that was done to get our Poster, Guidebook (along with all the ads inside that they built for the members who needed help), online marketing and social media content, Elf Game prizes, and so much more ready for opening weekend. You deserve a round of applause!

The Committee worked together with Assistant Manager Veronica Gutierrez to update and modernize the “Tips & Tricks” for New Vendors this year. If you have ideas or suggestions for this in the future, the Committee would love to hear them.

The Elf Game was a huge success this year. The Committee decided to extend the run for the first 2 weekends, instead of only one, and the Game Card was the largest one yet! We had 35 Elves for customers to hunt for on the card, and a bunch of “shy” elves scattered throughout the Market as well. We shifted the prizes this year to offer a variety of choices including magnets, stickers, buttons, and temporary tattoos all made utilizing the artwork from our 2024 Poster artist Luna. The Elf Hunters all seemed very pleased with the selection.

We had a Drag Show! This idea was presented to the Committee earlier in the year, and we are so pleased to have successfully included the ‘Men at Work’ show in our late afternoon entertainment line-up. As a Market consisting of multiple generations of makers, it is crucial to represent all the elements of our diverse membership and surrounding community. We hope to keep adding new, diverse, and awesome entertainment to the line-up in the future.

Hopefully some of you have had an opportunity to check out some of the benches that were made for this year. I would love to see many more of these included in our layout for 2025. If any members need a copy of the instructions for building a bench, please ask the office staff.

Last, but not in any way least, I would like to extend a GIANT THANK YOU to our AMAZING staff. Shannon Lee Hutson, Veronica Gutierrez, Sonia Ostendorf, Dave Welch, Silver Lee-Hutson, Renee Thompson, Rachael Bolton, and Kassie Ryall. And to our incredible Site Crew, Info Booth Teams, and Security Crew too. The hard work and countless hours that this group of amazing individuals dedicate to creating the space we all occupy is priceless. We literally could not do it without you all. From the bottom of my heart, and from all of us on the Holiday Market Committee, thank you. Co-Chairs Doug & I are honored to have served, and I can report that our Committee was a success. Huzzah!

Report by: Dara Robertson, Co-Chair-HM Committee 2024 Doug Robertson, Co-Chair



Volunteer Report

Presented by

Sonia Marie Ostendorf,
Membership Coordinator

Our Volunteers 2024: Sonia Marie Ostendorf

This was a great year for volunteers! Every month the committee members get together to prepare for smooth operation of the market. If you are a member of just ONE committee, you are logging 24 hours of volunteer work a year. But of course, our membership led organization goes above and beyond.

The Board of Directors is a committed bunch, spending almost 200 hours in just the Board meetings this year. As you may know, each board member is required to also be a part of at least one of the following committees.

Standards Committee spent over 150 hours in the office this season, curating the best of the best! They keep true to our core tenet “The Maker is the Seller”.

Holiday Market Committee co-chair Dara has spent over 250 hours of her free time helping create the 2025 Holiday Market map and making sure the holiday market has adequate décor. Her fellow Committee members have spent another 100 hours in the office for meetings.

Food Court Committee spent over 160 hours in office this season to bring you the quality food and atmosphere that our customers expect week after week.

Budget Committee, small but mighty, with only 3-4 members spent 100 hours making sure we stay financially healthy for years to come.

And a special thanks to our Sustainability Committee for bringing back the durables program in the food court and starting up the compostables again. Together, the 4 of them spent 50 hours brainstorming how we can be the change we want to see in the world.

That is, collectively, over 1,000 hours of volunteer work completed by our membership lead community. Thank you to all who spent even an hour of your day helping us be the best handmade market in the country.



State of the Market Report

Presented by Shannon Lee-Hutson,
General Manager

State of the Market 2024- Shannon Lee-Hutson

The Mission Statement of the Saturday Market is:

1. To promote the public appreciation and advance the awareness of local art and artisans.
2. To promote and advance the growth and development of new business and successful local artisans.
3. To promote and advance the arts and sciences.
4. To promote community education and networking.
5. To promote the social welfare of the community by encouraging the interaction and cross-cultural exposure of diverse components of the community, including their food and customs, and thereby eliminating prejudice and discrimination based on social class, age, race, sexual orientation, disability, and cultural orientation.

Staffing

Hired Veronica Gutierrez as Assistant Manager in March.

Promoted Morris Shuey to Lead Recycler

Recycling team: Chris Kritch and V Robertson.

Full Site crew by July (Sierra, LJ, Radio)

Promoted Kavika to Lead Site Crew in September.

Lost Rachael Bolton and Rudolph Korv in October

Hired Kassie Ryall in October.

Hired Harlan Rivers as our new Entertainment Booker and sound engineer in late October.

Diane McWhorter stepped down from Board Secretary after 15 years but will continue with the Saturday Market Archiving project... Thank you Diane for your lifelong dedication to the success and longevity of this Organization.

Anna Lawrence has been appointed as your new Board Secretary.

Office

Permanent lockdown of the office, we now have a doorbell.

The Saturday Market currently has 667 Members, 2 more than what we ended at last year.

In the office, we added Suite #123 to our space for Archives.

An AED (Automated External Defibrillator) machine was purchased. Most of the staff are still current in their CPR and first aid training, which includes the AED machine training.

New Member Orientations for Saturday Market and Holiday Market were scheduled twice a month beginning in March all the way through November.

Willy Gibboney started the year with an ambitious goal: the translation project. Today with the help of several Volunteers and our new Assistant Manager, Veronica, most of our forms have been translated and available into Spanish for current Members, new Members or those considering joining the Saturday Market.

This year with the return of our Sustainability Program, our Office reviewed our Office management and practices. The Office became Bring Certified this summer before our Sustainability Rocks Community Block Party.

Park Blocks

We revised the Park Blocks map to accommodate for the construction from 2023. We lost many spaces from the rain garden (Swale) construction but gained some additional concrete area for new booth spaces.

The PB footprint was increased to include the outer sidewalks of the Wayne Morris Plaza, where we booked nonprofits and Community TV this year. They had a wonderful time with the shout outs! We also added the sidewalk in front of the Wells Fargo Building, where we will be able to fit ten 4x4 booths, additional bike racks and have a nice large busking area.

8th Street has gone from one-way to two-way traffic now. It was a little confusing at first, but the community has stopped driving on the wrong side of the street.... for the most part.

Our Site Crew (directed by Dave) built new Swale safety fences. (I got to drill the first anchor hole in the new concrete!)

A slightly altered Food Court map was implemented to follow Fire Marshal regulations.

Two water stations (in cooperation with the Sustainable Event Services) and 3 misting areas were added to aid during the hot months to each Park Block.

We have now obtained the POD on the East Park Block to store Market supplies for the Food Court and Stage. Not only does this help efficiency but additionally saves the backs of our amazing site crew.

The city placed additional bike racks on the Park Blocks after construction to encourage more customers to bike to the market.

The Wayne Morris Plaza is now officially managed by the Fire Marshal's office. The DAZ permitted members have named themselves "The Free People's Plaza Market". Signs were created to differentiate the four corners of the downtown Park Blocks: 2 Saturday Market flags, The Free People's Plaza Flag (even with a little drum on it) and the Farmer's Market sign. We hope this will help educate the public as to which Market they are attending.

We brought back our Sustainability Program for 2024. Morris Shuey, our new Recycling Lead, helped to promote the Saturday Market composting and recycling program as well as our durables (metal forks).

"Sustainability Rocks Community Block Party" on August 3rd, 2024, was a celebration of the indomitable spirit of our community springing back to vigor after COVID by reinstating the Saturday Market sustainability program. We closed the streets and had a fun and successful event. Many Community Partners and nonprofits joined us.

Wellsprings Church (protestors from Roseburg) had less of a presence on the Park Blocks for 2024, and thus improved morale and safety.

We collaborated with the City of Eugene Cultural Services for the Downtown Halloween Spooktacular Celebration. The Saturday Market was an official candy station for trick or treaters and was featured as a Spooky attraction in the Downtown Halloween City-wide Scavenger hunt. We built a Spooky Spider tunnel which connected East Broadway to the Park Blocks.

Financial

Election years bring financial decline in disposable income, and I do believe we saw a decline in sales overall in 2024.

The "Ready, Willing and Able" membership payment options made it easy for members to contribute to Market while paying the annual membership fee. A GIANT thank you to all who availed themselves of this option.

Changing our merchant services to our current Elavon saved us \$6,672.40 in bank fees this year.

A merchandise booth next to the Info Booth at the Saturday Market, selling T-shirts, totes, and our sustainable utility kits (made by Anna Lawrence) helped raise funds for our Sustainability event, crew and services.

Interest earned year to date from CD's at WaFed (4) and US Bank interest bearing Savings account is \$4592.91. IMPAX World Funds portfolio hit a milestone \$100k

There was a 5% increase for Holiday Market booths, both Halls are equal now. There was a slight increase in rent for the LEC as well as an extra day this year.

In our continued pursuit for equity among Holiday Market selling spaces, a booth side fee was implemented this year: 2-sided booth (\$20 per block) and 3-sided booth (\$25 per block)

Advertising

Billboards were added to our advertising plan for the Saturday Market Season (started in June) and Holiday Market Season (started in November).

This year, we have focused on enhancing our online advertising efforts and have observed a growth of 1,018 followers on Instagram. Additionally, our Facebook page has attracted 447 followers, with interaction rates remaining steady to semi-steady—15% on Instagram over the past 90 days and 125% on Facebook in the last 28 days. We will be dropping Twitter/ X due to rapid decline in the app usage in this political landscape.

We have increased our reach by roughly 10% via effective TV expanding to more people who are interested in market. This year, we have significantly increased our commercial advertising efforts and broadened our reach in the Holiday market. This expansion has resulted in an overall impact of approximately 94,799 target views of our advertisements (Effective TV).

Holiday Market

This Holiday Market has a 92% average booking rate this Holiday Market season. (Sonia, take a bow!)

We expanded the Infamous Elf Game to the first two weekends (big success).

We have two full entertainment schedules in both Halls, the Evergreen Hall has a smaller stage with more acoustic performances and the Holiday Hall has bigger bands and choirs. Our new

equipment purchased last year has made a world of difference in the Sound quality, but we still have some tweaking to do...

This year our Info Booths are fully staffed during open hours; both can take credit card payments for members.

We added some beautiful new Holiday Market handmade decorations to the lobby and the hallway between the two halls. (Thanks to the Holiday Market Committee and the wonderful Co-Chairs D&D Robertson)

Luna Sansone won the HM poster proposal and whose art is featured on the HM24 poster, the cover of the Guidebook, stickers, buttons and postcards. Well done, Luna!

HM24 map altered to expand the food court to alleviate congestion. We also created a passageway behind the stage in Evergreen Hall for food vendors to transport dishes and garbage unincumbered.

There is a durables pilot program (dishes) in collaboration with City Sustainable Event Services offered at HM Food Court.

HM25 Map proposals- The Fire Marshal required a new HM map to be created that would comply with all the current fire regulations. The Holiday Market Committee asked for map proposals from membership, three proposals were submitted. We had a Town Hall meeting on (8/29/24) for the entire membership in which we presented the proposals and offered a group Q&A and made a list of concerns and questions.

Future

Exploring options for selling opportunities in March 2025.

Downtown Park Block redesign construction project (within the next 5 years).

Looking to expand our radio presence to include more mainstream radio stations and possible streaming services.

We dream of a better streamlined accounting process. Combining/integrating QB Online and our database to be better equipped for growth in the future.

We hope to get Bring Certified on the Park Blocks (1st ever).

Saturday Market



Award Ceremony

Presented by Shannon Lee-Hutson

Award Ceremony

Volunteer of the Month

- April Volunteer of the Month- Anna Lawrence
- May Volunteer of the Month- Brigitte McBride
- June Volunteer of the Month- Dara Robertson
- July Volunteer of the Month- David Winship
- August Volunteer of the Month- Willy Gibboney
- September Volunteer of the Month- Craig Butler
- October Volunteer of the Month- Heather Robbins-Hinton
- November Volunteer of the Month- None
- December Volunteer(s) of the Month- Sarah Bast and Maia Bowers

Volunteer of the Year- Nome May

Employee of the Year- Kavika Dabilzan

Unsung Hero Award

*Thanks to everyone contributing to the magic and
community of the Eugene Saturday Market.*

Saturday Market



In Honor and Tribute

Presented by Shannon Lee-Hutson

General Manager

Births and Deaths in 2024

Births

Patience Love became a mother this year

Deaths

Philip Lawrence Dietz 8/17/1939---2/4/2024

William Wright 2/20/1943—4/12/2024

James Francis Carpenter 2/15/1949—7/2/2024 (He did a fair amount of our artwork in the past)

John Williamson "Old Man Dancing"

Henry David Miller- aka Frog, On a Saturday November 2nd, 2024