

Board of Directors Meeting Minutes Wednesday, July 2nd, 2025, 5:15-7:15 pm

Attendance:

Board Members: Amanda Finegold, Catherine Heising, Dani Marks Fife Ito, Doug Robertson, Haven Sundstrom, Kyle Reallon, Maia Bowers, Ram Shucart and Sue Theolass

Members/ Guests: Allison Guiliotis, Ash Robinson, Chuck Roehrich, Jessie Gustafson, and Kimberly Gladen.

Zoom: Acacia Grant, Alex Starke, Anne Starke, Astrid Jenkins, Chris White, Christina Robb, Courtney Fellet, Heather Robbins-Hinton, Jaccalyn Korv, Jacob Young, Jenna Vannest, Julia Garretson, Lisa Todd, Nome May, Teresa Pitzer, Teri Craven, and Tika Thomas.

Staff: Kassie Ryall, Renee Thompson, Shannon Lee-Hutson, Silver Lee-Hutson and Sonia-Marie Ostendorf (on Zoom).

Introductions and Announcements

Office will be closed on July 4th in observance of the holiday.

Board Secretary and Personnel Committee Member Resignation: Maia Bowers

Seat New Board Members

Reading and Approval of Board Minutes & Executive Session Minutes: June 4th, 2025

*****Motion to approve the amended minutes for June 4th, 2025. (Haven/ Dani 6-0-0).**

*****Motion to approve Wednesday June 4th, 2025, executive minutes, (Dani/ Kyle 6-0-0).**

*****Motion to seat new board members. (Dani/ Ram 6-0-0).**

Agenda Review/ Amend/ Approve

Doug Robertson requests additions to the Agenda:

- Board Education Minutes signup
- Volunteer of the Month
- Pressing Member Concerns: Craig Butler

*****Motion to approve amended agenda, (Dani/Haven 7-0-0).**

Elect Board Officers

*****Motion to nominate Doug Robertson for Board Chair, (Dani/Catherine 8-0-0).**

*****Motion to nominate Dani Marks Fife Ito for Vice Board Chair, (Haven/Amanda 8-0-0).**

*****Motion to nominate Kyle Reallon for Treasurer, (Kyle/Catherine 8-0-0).**

The Board Secretary position remains open, to be filled. Details will be advertised on Facebook and added to the weekly Newsletter until the position is filled.

Appoint Personnel Committee Members

*****Motion to nominate Ram for Personnel Committee, (Dani/Kyle, 8-0-0).**

*****Motion to nominate Haven for Personnel Committee, (Haven/Kyle, 8-0-0).**

*****Motion to nominate Sue for Personnel Committee, (Dani-Sue rejects nomination).**

Members of the Personnel Committee Include: Dani Marks Fife Ito, Doug Robertson, Haven Sundstrom and Ram Shucart.

Appoint Budget Committee Members- No new nominees at this time

Appoint Governance Committee Members- No assigned members at this time.

There are not enough letters/ applications to build this committee. Appointing for this committee will be revisited at the next meeting on August 6th, 2025.

New Note Taker- Kassie Ryall

Treasurer Report: Kyle Reallon

- 22% increase in gross profit Apr-Jun 2025 vs 2024
- 13% increase in expenses over same period
- 7% overall increase in profit when adjusted for expenses

****Motion to approve Treasury Report: (Dani/ Maia 8-0-0)**

Administrative Report: Shannon Lee-Hutson

- We are currently at 506 Members
- 2023 Taxes are finished and filed; 2024 taxes will be finished and filed this month
- NBS contract is canceled as of June 30th, 2025.
- 9 Planets is in the process of turning over web hosting to partnered solutions
- We are currently onboarding with Partnered solutions
- We are changing our internet provider from comcast to DFN high speed fiber internet; it will be cheaper monthly and at a higher quality.
- There was a Pride Parade event scheduled on June 28th, 2025. EPD and the city helped to coordinate and cooperate with the Saturday Market.
- Booth Fee increases to \$20 for 8x8 and \$10 for 4x4, effective June 28th, 2025.
- The election on June 14th was officially tallied by our new Head Teller: Allie Reilly, and her two teller assistants, Katie Swenson and Kevin Levy. The results are as follows:
 1. Three 18-month terms: Amanda Finegold, Haven Sundstrom, and Douglas Robertson.
 2. Two 12-month terms: Sue Theolass and Kyle Reallon

3. One 6-month term: Catherine Heising

- The new music equipment arrived, and Harlan has improved our sound significantly.
- We are purchasing new items for the Sustainability Durable Program with a grant from the City of Eugene Waste Management. Once we have the materials and we have a kitchen space, we will launch the SM Durable Program. (Anticipated by late July/ early August).
- The Town Hall Summary and “37 Questions” sheet are available. There were 37 questions asked by members at the Town Hall meeting which have been summarized and answered.
- We have two handouts regarding the Protesters and how to respond to them; (1) for members and (2) for customers. Please make sure you have enough at your booth to hand out to your customers when they ask what they can do. Thank you, Lenny Gould!
- Facebook Member’s Page: Group Rules and Violations/ FB is not an official form of communication for the organization.
- New Facebook moderators (2 Members)
- Remove the “New Facebook Eugene Saturday Market Member” page or rename it. It is not appropriate for a member to create an official members page using the Eugene Saturday Market name without permission or Board Approval.
- The Food Court Committee canceled their June scheduled meeting, I am unsure if there will be a FCC meeting in July. The spatial concerns of the Food Court map have not been addressed. I made attempts to shift F01 and F12 south (as well as their neighbors) to alleviate the customer bottlenecking concern. Unfortunately, the Food Court members did not know about the situation and were not wanting the change. So, without the FCC meeting to address these concerns and work on the map to present to the board July 2nd, the Food Court remains the same.
- The site crew offered a few alternate seating arrangements to help with line issues and congestion; I was never offered any input from the Food Court members.
- The Food Court Committee has not added the Food Court Handbook Draft to any Agenda this year. I fear that there will not be time to go through the Handbook before Holiday Market to be able to have it ready for distribution next year, as was the original plan. The Standards Committee worked very hard to make this deadline for the food court. At this point, I don't see the

FCC meeting before the end of August. I am disappointed at the lack of action.

- The Holiday Market forms on our website have been updated.
- Holiday Market Postcards went out mid-June and we have started receiving HM25 deposits.
- Sonia has started booking Holiday Market 2025.
- Town Hall meeting to be scheduled Thursday September 18th, 2025 from 4:30-6:30pm at the Farmer's Market Pavillion.
- Halloween (October 25th) is the next scheduled street closure event. This event will be coordinated with the Downtown Halloween Celebration. Cultural Services will be closing East Broadway and having their spooky extravaganza. Need to collect more data from membership and see how street closures may affect the Market.
- \$30,000 CD at WaFD matured June 29th, 2025, and was rolled over into an 11-month term at 4.1% rate.
- June Stats: Averages Craft/ Food Court (TBD)

Action Required:

1. Direct the group's administrator, Ash Robinson, to remove the New Eugene Saturday Market Member's Page, as it is not affiliated with The Saturday Market and has no standing to use the name. It violates our rules and creates divisiveness and hostility among the members and staff. It causes confusion for Members: past, present and incoming.
2. Schedule the September Town Hall Meeting for Thursday 9/18/25 from 4:30-6:30pm at the Farmer's Market Pavillion.
3. Schedule Board Orientation for Tuesday July 22nd, 2025, and establish a time.
4. Begin Search for new accounting firm or new accountant after the 2024 taxes are completed.

Board Member: [Dani Marks Fife Ito] Did members comply with the Booth Fee Increases?

Staff: [Shannon Lee-Hutson] Yes. Members were so compliant, some even started paying it before it came into effect.

Board Member: Dani suggests better communication between the Staff and Food Court members when there are to be significant changes.

Board Member: [Kyle R.] I think that the unofficial Facebook account is fine because there is no significant damage being done.

Member: [Allison Guillotis] Organizations often refrain from official Facebook pages because of internet junk. (She) Suggests that posting/comments should be turned off on the official ESM Page. And Member Pages should be run by Members only.

Board Member: [Amanda Finegold] OCF has a lot of unofficial pages and it makes things very confusing.

Member: [Jacob Young] Portland Saturday Market has the same issues and took themselves off Facebook and has no regulations on member-owned pages.

Discussions about Facebook will be tabled and added to New Business in the next meeting on Wednesday August 6th, 2025.

*****Motion to approve scheduling the September Town Hall Meeting for Thursday, September 18th from 4:30-6:30 pm at the Farmer's Market Pavilion, (Dani/Maia 7-0-1, Sue abstains).**

Board of Directors Orientation Scheduled for Tuesday, July 29th, from 1-3pm.

*****Motion to approve a new accounting firm after our 2024 taxes are complete, (Kyle/Catherine 8-0-0)**

*****Motion to Approve Administrative Report for July 2nd, 2025, (Maia/Kyle 8-0-0).**

Advertising Report: Renee Thompson

- Holiday Market Postcards: Ordered, labeled and mailed. We are currently accepting HM applications.
- Still in need of people willing to distribute our promotional materials. These materials (posters, rack cards and stickers) are available at the Office or Info Booth on Saturdays. We may need to hire a service for this task if we do not have enough participation in the distribution.
- Ads/listings have been submitted to the Eugene Weekly, the Daily Emerald and online at the Eugene Cascades & Coast.
- Our sponsorship of the Oregon Bach Festival is an example of a great word-of-mouth marketing opportunity that can appear more often with an increase in the advertising budget.
- There is more opportunity for individual growth in the Marketing Assistant's position if we hire a new Assistant Manager to allow Silver more time to focus on detailed Marketing projects.
- The Marketing Department is negatively affected by the lack of an Assistant Manager.
- The negativity on the Official Facebook member page is creating stress and anxiety among staff.
- A Living Wage Task Force should be implemented to analyze fair wages and benefits among staff.

Board Member: [Doug Robertson] We should add Bluesky to the Newsletter.

Staff: [Shannon Lee-Hutson] We rely on our members to hang posters.

Board Member: [Haven Sundstrom] We should announce or talk more about the posters because I had no idea about them.

Board Member: [Ram Shucart] Holiday Market Posters have work tasks, maybe we could find another similar incentive for Saturday Market Posters.

Board Member: [Dani Marks Fife Ito] Maybe we should ask members 1-1 about hanging posters.

Member: [Jessie Gustafson] Sometimes other businesses require staff to be the ones to hang posters up so we should still have staff involved in hanging posters.

Member: [Maia Bowers] Why has Sonia stopped taking in more members this year?

Staff: [Sonia-Marie Ostendorf] We are at maximum capacity for the Saturday Market Season.

*****Motion to approve Advertising Report for July 2nd, 2025, (Dani/Haven 8-0-0)**

Budget Committee Report

No Budget Committee Report at this time.

*****Motion to approve Budget Meeting Minutes for June 24th, 2025, (Amanda/Haven 8-0-0)**

Food Court Committee Minutes

*****Motion to approve Food Court Committee Minutes for April 1st, 2025, (Haven/Kyle 7-0-1, Sue abstains).**

Holiday Market Committee Minutes

The HM committee minutes will be in next month's board packet for August 6th, 2025.

Sustainability Committee Minutes

*****Motion to approve the Sustainability committee meeting minutes for May 15th, 2025, (Catherine/Dani 8-0-0).**

Pressing Member Concerns

Craig Butler: Create a Website Functionality task force to help with getting the website up and running.

Old Business

The Board previously made a motion to implement a Notice of Concern Task Force. Dani suggests this would be a great policy to cover for the Governance Committee.

Member: [Allison Guillotis] Allison suggests we should create an appeals committee.

Board Member: [Haven Sundstrom] The Governance Committee has two letters of interest. For one of the interested applicants, we need to receive a secondary written letter explaining the reason for previous actions concerning ethics within another committee.

*****Motion to rescind creation of the NOC task force, (Dani/Maia, 7-0-1, Sue abstains)**

Legal Services

Board Member: [Doug Robertson] Doug suggests waiting another month before finalizing on Hershner and Hunter LLP so we can investigate other potentially more affordable options.

Volunteer of the Month

*****Motion to nominate Dani Marks Fife Ito as the Volunteer of the Month of July (Haven/Maia, 6-0-1, Dani abstains)**

OCF

Sonia will be the Saturday Market's Booth Rep at OCF in Xavanadu on July 11th-13th.

Board Education Minute (BEM)

Amanda Finegold volunteered to provide a 5-minute Board Education minute at the next board meeting on August 6th.

Living Wage Task Force

Staff: [Shannon Lee-Hutson] this task force was implemented in the past because of our staff having a difficult time navigating financially. Some of our staff are homeless.

Member: [Nome May] I was the chair of the Living Wage Task Force, and what it basically involves is finding creative ways to raise money to be able to pay our employees a living wage. And I think raising the booth fees would help. We also came up with the Ready, Willing and Able program for membership, where you could pay more than the \$60 if you were able to. The task force kind of stalled because we couldn't find ways to raise more money and create a larger budget.

Member: [Maia Bowers] I feel like we can create a task force, but unless we have some people who are interested and want to do this work, there's not a whole lot of point.

Board Member: [Doug Robertson] Maybe we can put an ad in the Newsletter to see if there are any people interested in being a part of the Living Wage Task Force.

*****Motion to adjourn the July 2nd, 2025 Board of Directors meeting, (Haven/Maia, 7-0-0).**