

Attendance: Paulette Richards (Chair), Colleen Bauman, Willy Gibboney, Paula Gourley, Alex Lanham, Maggie Duncan, Anna Lawrence Excused: Dave Lee, David Hascall

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Lynn Brown, Teresa Pitzer, Deb Schussler

Introductions and Announcements: All completed the phrase “and the _____ she rode in on,” as a warm-up. Paulette spoke to Opportunity, expressing gratitude for the opportunity to serve as chair and hoping that the Market would continue to create opportunities for all of the members to bring in new people with new ideas as well. Anna announced the Heart Show at the Vet’s Club to benefit veterans’ programs and resources there. Alex announced that the Elmira Grange has a marketplace once a month which will be on the 21st of February from 11:30 am to 3:00 pm. Willy announced that he will miss the March Board meeting. Maggie passed on a request from the Spring Fair in Roseburg wondering if we could change our opening date to the second weekend in April so that they could change their date. The Board responded that it would not be possible. Kareng Fund’s Art Bingo will be February 8 at Cozmic.

Pressing Member Issues: None. This is a time for all members to bring issues or concerns that may not be on the agenda.

Agenda Review: Move the Personnel and Budget Committee reports to the Closed Session. Move Standards to the first Committee Report position. Add Member Recruitment to New Business.

Approval of Minutes: Minutes of January 21, 2015.

***Motion: Accept the minutes as written (Colleen/Paula) Motion passed 6-0-0.

Administrative Report: Kimberly met with the Budget Committee and the Personnel Committee to discuss the financial plans for the Sick Pay ordinance, (effective July 1st) and some staffing and budgeting topics. She met with the Retreat Task Force and will provide the results of the subject ranking. The 1099s are sent out and the Corporation registered for 2015. The Beth Little Microenterprise Award was given to Roger Wong, who was very surprised and pleased to receive it. She met with two representatives of the City staff from the Library, Recreation and Cultural Services department regarding topics including the intersection of the Kesey Square food carts with planned City of Eugene events, ideas and plans for the space where the City Hall will be built, and a report which surfaced from UO graduate programs analyzing uses of public space that didn’t include Saturday Market. This type of report is submitted to the City frequently and generally does not result in actions that would affect our operations.

It was pointed out that it’s not uncommon that academic reports miss obvious events such as OCF and don’t necessarily need to concern us, though we may be in a position to find out more about that particular one when the quarterly meeting with LCFM is held. It might serve Saturday Market to involve

our organization in a report that could address concerns we might have regarding future developments or other issues. Paula offered to serve as a liaison for such an initiative.

Kimberly resumed her report to elaborate on her discussion with the City representative regarding the technical advisory on tent weights, gaining understanding about possible strategies. Much time has been spent on this research so that the Market will be ready to set up on April 4th.

Questions about this from Board members led to a discussion of the advisory specifics, (80 lbs per leg for 8'x8' tents) and an informal report that only one business in town will still set up tents for events for hire. A City event was shut down in its original location last fall due to a violation of the new technical advisory. Umbrellas are not specifically mentioned in the advisory. Wind speeds must be monitored every 30 minutes and if wind speed is at 15 mph or more for 5 continuous minutes, the event is supposed to be closed. It seems unlikely that this will happen or that it will be a simple issue to enforce. Board members suggested that if SM is not permitted to use our larger tents (which are anchored,) it may be possible to gain support from the City for some type of covering to replace them. This advisory seems to have originated nationally, been rewritten at the State level, and has been worked on by the Eugene-Springfield municipal agency of the Fire Department. The implementation may have been somewhat hasty and may be adjustable as more information is gathered and more stakeholders have input. Kimberly will meet on February 11th with the Deputy Fire Marshal. Strategies will be to first research with the agencies involved, then to express our concerns in writing with agencies which may be able to respond officially, and public discussion via the media as a last step if others are not successful. There may be ways to work around the technical issues, but it is too soon to have any definitive statements regarding strategies for individuals. LCFM does require tent weights, and Art in the Vineyard may be a body to contact for more information. This will also be applied to tailgating activities so UO may have an interest.

Kimberly resumed her report. A major February administrative task is the signing of permits and service contracts and financial planning. There is one member request for an additional vacation month from 2014 that was complicated by miscommunication of the situation, and Kimberly recommended its approval.

Board members elected to address the request immediately with the following motion. The Secretary made a recommendation that member information not be stated within the language of motions.

***Motion: Accept the member request (Colleen/Willy) Motion passed 4-0-2.

Kim then gave a report of her recent activities, which included website maintenance, sending out application cards to the printer, and updating documents involved in the application process. She created a more understandable document explaining the point system. Search engine optimization and making the website more mobile-friendly is an ongoing effort. She met with three different UO Journalism students regarding their Gateway projects. This is a frequent occurrence and Kim often finds activities or research they can help SM with. She is working with Downtown merchants to create some interest in our Opening Day. A new occurrence will be an entire day of entertainment programming on June 6 (except for the kids' set) with the Cigar Box Guitars group led by Jerry Zybach, which should bring

some interest to our event. It seems fitting for these handmade instruments. A suggestion was made to involve Mecca in some kids' craft activity or investigate other tie-ins.

***Motion: Accept both Admin. reports. (Colleen/Alex) Motion passed 6-0-0

Committee Reports: Standards: Teresa reported that the committee has not met since the last Board meeting but she had a concern regarding the committee's task to address guidelines and make recommendations regarding paraphernalia, scents and sounds, and sales by nonprofits. She was not sure that these were issues for Standards. A Board member pointed out that they were issues of What May Be Sold. Discussion of the paraphernalia began, but was referred to the committee.

***Motion: Accept the Standards Report (Colleen/Anna) Motion passed 6-0-0.

Holiday Hall Task Force/Subcommittee: Paula reported that surveys were mailed with a Feb. 20 deadline for return.

Retreat Planning Task Force: The date of Saturday March 14 at Alice's on the OCF grounds was recommended. In-house facilitators of Paulette and Kimberly were selected. A schedule of 10 am to 5 pm was proposed, which included a lunch and a walk on the OCF grounds.

Five Subjects were proposed for ranking:

- Community Relations Facing the Market
- Membership Demographics and Services
- Branding, i.e. Market's Image
- Board / Management Roles, Relationships and Communication
- Leadership Development

Responses were not always rankings but the collected information suggested that the top three preferred subjects were Branding, Community Relations, and Leadership Development, in that order. Analysis of the collected data showed the following mean averages; lowest number indicates highest preference: 1.71 Branding, 2.43 Community Relations, 3.0 Leadership Dev., 3.25 Membership Demographics & Services, 3.75 Board / Mgmt. Roles, etc. A full day's meeting could provide the time for two subjects, though a shorter retreat could be held to consider one, or a combined topic of Branding, Market Image and Community Relations.

A discussion led to an expression of concerns regarding time allocation by both staff and members during this offseason period. A motion was proposed and withdrawn to accept the Task Force recommendations, and another to hold one in June was also not advanced. Suggestions that involving new directors elected in June might be desirable were discussed. It was recognized that many issues needed to be addressed by management during April, that the free space would likely not be available in June due to OCF use, and that June was also not a good time for directors. A suggestion was made that having an evening meal together would be good team-building, and that it could have less time impact on directors and staff.

***Motion: Meet on a weekday night in May to take on the topic of branding. (Colleen/Alex). Motion passed 5-1-0. Discussion failed to select a date. An amendment to add one hour to a Board meeting instead was refused.

Treasurer's Report: Maggie reported that the total income and expenditures to date have resulted in a positive balance of cash in hand, but that the fiscal year does not end until March 31st, so these are not final figures. Member owings are being paid in response to the letters sent. Budget numbers are confidential but interested members of the organization are welcome to ask the Budget Committee for more information if needed.

***Motion: Accept the Treasurer's Report (Colleen/Anna) Motion passed 4 in favor-1 opposed (Alex)-1 abstention (Paula).

Old Business: Reserved Booths: Anna and Maggie reported on their proposal to amend the policies regarding reserve booths. There is a loophole which allows members to drop their reserve space when they pay monthly, which results in a booth for which Market does not have the opportunity to re-reserve late in the season, effectively removing it from the pool of choices for others who might have wanted to reserve it for the entire season. They also explored the possibility of reserving the 4x4 spaces to end the practice of setting up early in those spots without paying reserve fees.

Discussion of these issues was separated. The proposal suggested that there be three ways to pay 8x8 reserve fees. The existing policy includes two options: Seasonal (\$150) with the option of making two payments, \$50 at the beginning of the season and the \$100 balance due by May 31, and Monthly (\$20/mo). [A \$3.50 late fee applies to both of these methods) The proposal effectively eliminates the Monthly option by requiring that a commitment be made to reserve for the entire season, although monthly payments would still be possible. The language proposed was:

All 8x8 and 4x4 booth spaces are now designated as reserved booths. All booth spaces are reserved for the outdoor Market season.

Annual fees (April-Nov) for a reserved 8x8 space are \$20.00/month; or a reduced one-time payment of \$150.00; or an extended payment plan of \$50.00 before the beginning of the season with a balance of \$100 due by May 31.

In choosing a reserved booth space the vendor will be responsible for ALL reserved fees for said year. NO refunds are made for any reserved booth space.

Discussion: A question was raised about the policy that states that "No reserved spaces are assigned after August 1st." This would have to be adjusted so that spaces could be re-reserved if the vendors left the Market. The attendance policies of once per month would not be changed. Concerns about people in financial circumstances requiring nonpayment would be addressed through appeals. It was suggested to use a different word than "monthly" to avoid confusion with the present policy allowing the month-by-month reserve option. There was a question about how many people took advantage of the loophole and whether or not the change would really be required, since the situation of having an above average

number of booths reserved for one year only, due to leaves of absence, was true in 2014 but was not the normal situation. People knew they would not have the space the following season, so they elected not to pay for it. There is a signed agreement for these one-year-only spaces. This was only a small number of people. When people leave the Market, they seldom pay incurred fees whether or not they committed to them, in reality. Keeping the spaces filled is the goal of the Market so all policies need to support that. Most members who drop a reserved space because they don't like it do that fairly early in the season. Another suggestion was to allow five payments of \$30 that would be completed by August, getting the money earlier in the season, eliminating the monthly payment. A concern was that the commitment level might result in putting people off from reserving, with the result of less income for the Market. A caution was to not change any of these policies this season, to give time for people to plan and adjust. There was concern that policy changes for the actions of a few people may not be prudent.

The proposed language concerning the 4x4 booths was: **Annual fees (April-October) for a reserved 4x4 space is \$15.00/month; or a reduced one-time payment of \$100.00; or an extended payment plan of \$50 at the beginning of the season and the balance of \$50 due by May 31st.**

Early set-up for unreserved booths is not permitted. If a vendor develops a pattern of setting up before receiving their booth assignment, numbering 3 consecutive times, then that booth will become a reserved space for that vendor, and they will be required to pay appropriate reserved fees. Reserve fees for 4x4s will be applicable from Opening Day in April to the last Saturday in October.

Discussion of the proposal was tabled until the March meeting.

***Motion: Table the discussion until the March meeting. (Anna/Alex) Motion passed 6-0-0

New Business: Contract Negotiations: This item refers to any possible changes to be made in the contract with the Lane County Fairgrounds for Holiday Market. Concerns expressed included getting proof by receipt that the ventilation system is sufficiently cleaned. It had to be cleaned before the painting, and examination of the vents before and after showed that usage creates the dust, as well as people walking, bringing in materials, etc. Reported illnesses seem to be less when booths are somewhat out of the mainstream. The load-out situation brought general agreement that the policy should not be changed, particularly at Market expense, to accommodate those who were not following it. Those members should incur any expense of renting additional space to store goods. The problem of people merely hiding their stock needs to also be addressed. If some are storing stock through the week in the vendor center, that opportunity should be consistently offered or not continued for fairness.

Loading in and out through the front door was an issue for attention. It was explained that not only the bricks and doors suffer damage from this practice, but it is a security risk for both members and the hall itself, as there is not sufficient staff to monitor it. Ideally, members should not even be carrying large pieces or tubs through the area, though historically, there has been some leeway here when staff has been available to monitor. Under-volunteering is a condition that keeps this area under-observed.

A question was raised regarding emergency electrical power in cases of neighborhood outages. There are generators and there was an outage as close as the next block which didn't affect the Fairgrounds. Having additional storage for vendors will probably not help those who don't want to pack and haul their stock. There were questions about the Wi-Fi system. Some felt the race was not a complimentary activity but there was not agreement.

Directors did not advocate for any changes in the contract.

November Markets: Financial analysis shows that the November markets are not directly profitable for the organization, in that the revenue doesn't meet expenses so the bottom line is affected. There is the possibility of negotiating a less costly city fee if Market is not held in November, or an earlier start to Holiday Market. Discussion must be held far in advance due to the nature of our contracts, member agreements, etc. There are aspects of continuity and HM promotion that do not show in any financial analysis. Directors are asked to think about the issue and discuss it in the near future. There will be only two November markets on the Park Blocks this season, so a comparison could be made.

Member Recruitment: Either the Board or a subcommittee could look at trends, survey members, and work to retain and recruit members. This is related to the economy but it is also worth a look at our policies and practices to see if there are steps we can take. This item will be placed on Old Business next month.

The meeting was then adjourned for a closed session.

***Motion: Close the Board Session but invite Lynn, the minute taker, and staff to attend the first section. (Colleen/Alex) Motion passed 6-0-0.

The motions made during the closed session will be provided in a separate document for confidential use only.