

Attendance: Paulette Richards, Eli Mazet, Alan Pointer, Alex Lanham, Willy Gibboney, Maria Moule, Julia Garretson

Excused: Kelly Durian, Maggie Duncan

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Bonnie Boone, Mary Flowerday, David Church, Tym Mazet, Paula Gourley, Colleen Bauman, Teresa Pitzer, Sheila Pointer, Craig Butler

Introductions: Intros around the room.

Announcements: The Local Food Producers Booth opens this Saturday in the Food Court. Thanks to Brian McGinnis of Eugene Canvas for donating and sewing the cover and skirt for the mini-booth. There will be an election held in approximately one month, with three Board positions open. All three sitting members (Willy, Alex, Maggie) have served their first terms and are eligible to run again. Washburn Café has a meeting room. A copy of the New Horizons Resource Guide is available in the office. Sustainability Committee will meet Friday at 10:00 am.

Pressing Member Issues: Diane McWhorter would like the Board to discuss Tuesday Market at a future meeting. Paula Gourley asked that volunteer treatment be improved; what people contribute should always be honored and not denigrated or misconstrued.

David Church spoke to say 1. He and Terry Church stand by their written statement submitted last month, 2. Terry will be complying with the terms of her suspension and 3. Nothing would be added by further discussion of the matter.

Bonnie Boone and Mary Flowerday suggested that transparency of the March booth allocation be improved with a public wish list for all members to see, allocate booths in a public session similar to the Saturday morning process, and that LOAs or sabbaticals be requested and approved before the booth allocation process begins. They also suggested that after opening day, when people can see if their neighbors are a good fit for their product sales, the option to trade booths for the season with another member be offered. These ideas may be considered at a Board Retreat or worked on in a task force.

Agenda Review:

\*\*\*Motion: Approve the agenda as written (Maria/Alex) All in favor 5-0-0

Approval of Minutes: Minutes of the April 6, 2016 meeting

\*\*\*Motion: Accept the minutes (Alex/Alan) All in favor 5-0-0

Administrative Report: Comparing the vendor numbers of the five markets in April with the first five of last year (the fifth was in May) yields the following data:

	<u>2016</u>	<u>2015</u>
Market 1	232	218
Market 2	236	190
Market 3	247	257
Market 4	167	171
Market 5	230	233

There are currently 406 members with an additional 12 today, with 33 new members in April. Last year at this time there were 397 members.

Kimberly met with members of the EPD, and Jeff Perry of Facilities, and others on April 12<sup>th</sup>. They talked about safety, trash, Free Speech Plaza, and other site issues and will be checking in with each other frequently.

Staffing: Courtney accepted the permanent position of Administrative Assistant, and the site crew is jelling well, as they establish and refine a routine. A Sub site position is in the hiring process.

City Contract: Kimberly read the summary of the annual report to the City on the five programs involved in our contract for managing downtown private commerce on public property. The report summarizes activities, partnerships, and details of the operations over the previous year. Payment to the City is required if total income is over \$18,000 but the total was \$17,646 so no payment was made (total income was \$22,526 for 2015). We ended at (\$1553) as compared to \$1313 the previous year, largely due to the rapid decline of the Food Cart program, in large part, due to acts of vandalism on Broadway Plaza. Unearned Café Seating Income, to be included as income in FY 2016-17, was \$4100 compared to \$1985 in the previous year, so we're off to a good start this year in that program. Management fees of \$19,200 were paid to Saturday Market last fiscal year. Contract review begins in July to be concluded in September.

Year Round Public Market (YRPM): the potential stakeholders group meets once a month. At the last meeting CPW reported their data from surveying LCFM and SM and meeting with their Boards. They had taken a field trip to Olympia WA where a similar facility to the one being studied has been built. Details of that report are available on request. Next meeting will be cost projection discussions.

Tuesday Market started yesterday with three SM vendors joining the farmers. City Council Meetings and work sessions are scheduled to discuss Park Blocks Improvements and the Farmers Market, and it is helpful to have volunteers in the audience to monitor the discussions. Several people committed to attending.

A mandatory Food Court meeting will be held May 10<sup>th</sup> at Growers' Market.

There is an update on the Overtime Reform measure, now expected to be published on May 16<sup>th</sup>, probably effective in 60 days from that date. There are still no definitive answers until the measure is published.

Two letters were received: One requested a change in policy regarding petitioners. The issue was placed in New Business. The second was about an incident of hawking and disagreement between two vendors. It was handled by the GM with discussion with the members involved.

Discussion: What new approaches are being tried on the FSP by EPD? They did inform sellers that permits were required, but were advised to back off on enforcement when postings appeared on Facebook. Previous court decisions were brought up. EPD wants to support SM and does advise sellers to join our organization. Criminal offenses are being pursued. Strategies for asking the City or County to assist SM could be discussed at the next meeting.

\*\*\*Motion: Accept the Admin Report (Alex/Alan) All in favor 6-0-0 (Julia arrived during the Admin report.)

Advertising Update and Marketing Plan: Kim reviewed the updated Marketing Plan. Goals include producing new print ads regularly, producing a new TV commercial, reaching new demographics, improving customer experiences on site, training Market vendors in uses of social media, increasing the use and effectiveness of SM's use of social media, improving and increasing the use of video, scheduling and managing entertainment, continuing to improve the website, creating special events and promotions to draw customers, and supporting non-profit groups and building community connections. Expanding collaborations for cross-promotions and maintaining good relations with local news media, utilizing archival materials, and working with the Street Team all support good use of our limited advertising and marketing dollars. Specifically, the Cigar Box Guitar Day will be repeated in June, participation in Savvy Ducks should reach some campus-area customers, and follower numbers for all of the social media platforms are increasing. Tutorials

are available and used. It was suggested that the LCOG department of video might be available for some assistance in media production. If any volunteers are interested in going through the archival materials, that would be great.

\*\*\*Motion: Accept the Advertising update (Alex/Willy) All in favor 6-0-0

Treasurer's Report: Kimberly reported that administrative income is down from last year primarily due to fewer sandbag sales, and about half of the projected collections of owings from the previous year have been collected. Income to date is up, booth fees are higher (about \$6000) than last year at this time, and expenses are less than last year.

\*\*\*Motion: Accept the Treasurer's Report (Julia/Alex) 5-0-1 (Eli)

Committee and Task Force Reports: Reserve Attendance and Leave of Absence Task Force: The task force looked at the current reserve policy of coming once a month with a minimum of 9 times per year, and discussed increasing the requirement to two times per month or other options to meet the goals of increasing vendor attendance, allowing for new reserve vendors to secure good spaces, and encouraging established members to make more frequent use of their reserve spaces for the consistency and quality of the customer experience. After discussion they recommended the following :

**To maintain the success and quality of the market for all its members and customers, the task force recommends that the reserve booth policy be adjusted to now require reserve booth holders to be at their booths at least once a month and a minimum of 12 times per Park Blocks season. We recommend that the policy be implemented beginning next season but that members begin to act upon this goal this season as well.**

\*\*\*Motion: Accept the Task Force Reserve Policy change as amended (Alex/Eli) All in favor 6-0-0

The second part of their work was to revise the Leave of Absence and Sabbatical policies for clarification and updating. Suggestions were made that people who were not Booth Holders of Record or Reserve vendors might also want these leaves and point relief adjustments, so the recommendation needed a little more work. Using the language "member in good standing" might be helpful as that member can still owe money if a payment plan is being followed. It could be written into the policy that a meeting with staff must be scheduled as point issues can be confusing and misleading. The concept of "frozen points" can confuse people as all points are converted at the beginning of the year, when daily points are reduced to 10% of the previous year's number.

\*\*\*Motion: Take this (part of the recommendation) back to committee (Alan/Julia) All in favor 6-0-0

Holiday Market Committee: Paula reported the committee took a look at the HM budget. Special projects may be included in existing budget categories. The Elves promotion was reviewed. A firm date of Oct. 31 is needed for elves to be photographed and included in the game board. There will be ornaments and a search game, and an additional member willing to act as a drop-off point for the cards is sought. Next meeting May 11, 2016.

\*\*\*Motion: Accept the HM minutes (Alex/Alan) All in favor 6-0-0.

Code of Conduct Task Force: Paulette reported on the proposed Incident Report Form and the proposed revision of the Code of Conduct Policy. A change was suggested on the Incident Report Form first sentence from "are" to "may be" in conflict with our Code of Conduct.

\*\*\*Motion: Approve the Incident Report Form as amended (Julia/Alan) All in favor 6-0-0

The recommendation of the Task Force was for new language added to the Code of Conduct. A Grievance process was discussed and could be added by a future Task Force. There were concerns that new members might be put off by so

much information about behavioral expectations. An apostrophe was added to item #5, and a hyphen was added to the words "problem-solving" in item #3 of the behavioral expectations.

\*\*\*Motion: Accept the Task Force recommendations with corrections (Alex/Alan) All in favor 6-0-0

Copies of the policy and incident report will be available at the Info Booth for review, and for use, and an announcement will be printed in the newsletter that the code has changed.

Standards Committee: Four potential Prepackaged Foods were reviewed. One was only interested in a permanent food booth. One was not approved as the current policy does not allow food made outside of a commercially licensed kitchen. Tinctures, Syrups and Bitters were approved. An application for sales of alcohol in bottles was made, and more research is in progress on the exact requirements of the OLCC and special considerations that would need to be made to current policies and practices. The items were not approved due to insufficient member contribution. One member who had received a Notice to Appear did not attend and was given an additional month to comply. The order of business of the orientation and screening was discussed but no changes were made. Additional language was added to the last paragraph of that discussion, to say "and come back in two weeks for the orientation." after the words "shorter time commitment."

\*\*\*Motion: Accept the Standards Committee Report (Alex/Willy) All in favor 6-0-0

Street Team: will report next month.

Old Business: Survey: More bids were not sought as yet but the one from Emerald Media Group was clarified. The work could take place during the summer tourist season and the questions could be targeted to get exactly what data SM wanted to examine. It seems that the Board is not yet clear on the purpose and specifics of the data collection. Is it for internal use for budgeting, for promotional use, or to apply for grants? The actual data collection itself can be done with smartphones or online, and would not need to disrupt sales during the selling day. Generally agencies charge about \$2-3 per response, while the Emerald Media Group charges about fifty cents per response (they charge by the job, not the response.) The Street Team suggested that with Survey Monkey a survey could be designed and implemented in-house at much less cost. The Market would then be in charge of the survey and could design it and run it as many times as needed to collect useful information. Members were not clear on the purpose and need for the survey, and didn't want to spend on it when the advertising budget was reduced. Some felt that it would be most useful to survey people who don't come to Market, to find out why. Others wanted to know the customer volume and the sales volume as it represents the SM contribution to the local economy. Interested members should go to Trello.com (user name: Saturdaymarketmember, password: Saturdaymarket8885) and see the info the Street Team has collected. The item was put back into Old Business and will be discussed again.

New Business: Board Retreat: A short discussion of the purpose was held but a date was not set. They have been held in the evenings, on Sundays, or in the off season. Food can be shared, some fun can be scheduled, and topics of interest can be discussed such as a 5-year plan, visioning exercises, board training, etc. Deferred to next month.

Petitioners: There is a written policy that can be given to petitioners. Because the sidewalks are public property, we are not authorized to force anyone not to use them, but we can suggest that they stay on the corners, not interrupt sales, and so on. Members were in favor of rewriting the policy to restrict them to the corners of the blocks.

\*\*\*Motion: Do that (Alex/Eli) All in favor 6-0-0

Adjourn 8:00 pm.