

Saturday Market Board Meeting Minutes

August 5, 2015

Attendance: Paulette Richards, Willy Gibboney, Dave Lee, Kelly Durian, Maria Moule, Alex Lanham, Paula Gourley, Julia Garretson Excused: Maggie Quinlan

Staff: Kimberly Cullen, Kim Still

Recorder: Diane McWhorter

Guests: Alan Pointer, Lynn Brown, Colleen Bauman, Teresa Pitzer, Brian McGinnis

Introductions and Announcements: Each member was asked to answer the question: If you were given a million dollars that would go to the Saturday Market, how would you wish for that money to be spent?

Lynn: Look into some of the EWEB Riverfront property for a semi-sheltered Market

Colleen: make an endowment fund so the Market would never have financial struggles

Teresa: have a huge Advertising budget, buy a building with a bigger office, meeting space, storefront

Kelly: storefront, or a space for members to research and develop new products, grants for members

Maria: EWEB property

Alex: give it to the Kareng Fund

Diane: put it in the bank, spend it slowly

Julia: bank, grants for artists to make new products

Kimberly: look longterm at investments, endowment, look at the current business model and see if anything should shift, grants (educational), pad some accounts for more breathing room

Paulette: a craft center with tools, equipment, space to work for members

Dave: all good ideas, put it in the bank, EWEB property

Kim: advertising, savings, expand or restructure staff to focus on aspects that take a lot of time, member education in selling and promotional skills

Paula: Kareng Fund, savings, craft education space, a physical and online store to even out cash flow

Willy: electricity for the Park Blocks, build a wall around Courthouse Plaza

Alan: bank it, look at the budget

Announcements: The Kareng Fund received a grant from the Rex Foundation of \$5000. It will be used to increase the amount of grants and do outreach. Saturday Market thanks them, too.

Paula has stepped off the Market Street Team and Member Recruitment Task Force.

Pressing Member Issues: Does a Board member who was appointed to fill a term still get to run for two consecutive terms? The Bylaws state: **Any person elected to fill an unexpired term may still serve two consecutive terms.** This doesn't completely answer the question, as it isn't clear if the second of the two consecutive is the first 18-month one or an additional one. To bypass the uncertainty the person could take a six-month break and run again for two more terms at the end of the first 18-month term.

Seat New Board Members:

***Motion: Seat the three new Board members, Maria, Julia and Kelly (Alex/Paula) All in favor 6-0-0

Personnel Policies: Updated policies were given to Board members. New members for the Personnel Committee will be appointed at the next meeting when the new members have had a chance to consider the positions.

Agenda Review and Approval: Add to New Business: Meetings in January and June, Look at Reserve Fees

***Motion: Approve the revised agenda (Alex/Dave) All in favor 7-0-0

Approval of Minutes: Corrections: Delete the paragraph about the Name Trademark from the Admin report.

***Motion: Delete the paragraph (Willy/Alex) All in favor 4-2 (Maria, Paula) -1 (Julia)

***Motion: Accept the minutes as amended (Alex/Willy) Motion passes, 6-0-1 (Kelly)

Administrative Report: Kimberly reported that we have 464 members. This is a typical number for this time of year. Many members join in October for HM to bring the yearly total up to about 600. Holiday Market is about 45% booked. There have been 6 LOAs of Booth Holders of Record (BHOR) and one additional LOA so far. Phone calls will be made to check on the about twenty BHOR who have not yet reserved. Three members were given point relief for being two points short. Food vendors have received their packets with a letter. A deposit (first payment) was made to the Fairgrounds this week. Security costs are higher so a person already on staff may do the overnight security to decrease costs.

Member attendance and booth fee income comparisons for the past two years and this year (June, July and part of August) were displayed and analyzed. There is a very strong correlation between the two, and when tracked with the temperature it is obvious that we lost many vendors during the hottest Saturdays, particularly this year. An occasional hot day does not seem to cause the effect, but a prolonged series of them does. Vendor numbers have resulted in weekly losses of approximately \$2,000 - \$3,000 per week from what is expected / budgeted. Strategies for raising attendance could be discussed; such as, considering HM incentives.

Discussion: Having a policy of letting people go home earlier in inclement weather could be extended to heat, in a more formal way. It has been mentioned in the newsletter that this is possible for those who have health concerns in the heat, but a more formal policy might decrease the stigma. Words like "fair-weather vendors" can seem pejorative. An announced earlier closing time could be tried, with supporting signage at the entrances. Sending letters to all vendors might help, asking for loyalty. Fees could be raised. The "Rainy Day fund" could be accessed. A survey of members to ask for solutions/information could be tried. (Surveys are generally low-response with our population.) Misting stations could be tried; they are appearing at more events these days. Some of the attendance issues are not weather-related; we have many younger members trying other shows in the summer months as well as those who are aging and perhaps more bothered by the heat. People packing up early continues

to have a negative effect on those who are staying. Perhaps someone could spin a sign at the entrances. Vendor recruitment could help.

The Empathy Booth has been tried twice and got some good press. A liability release has been reviewed by an attorney.

The annual financial review by our accountants was shared with the Board members. There were no issues to address.

***Motion Accept the Admin Report (Julia/Alex) All in favor 7-0-0.

Advertising Update: Kim reported that the Cigar Box Guitar Day was really successful and was even live-streamed by a volunteer. New ads will be placed on the six Bijou screens (other theaters are much more expensive.) She will be meeting with her ad buyer/consultant next week to plan HM ads and a new ad. The website reconstruction is still in progress and should make it easier to manage. The I Spy contest is gradually gaining participants. It was suggested to look into a display ad in the Fair Family News to remind people to look at Saturday Market for their favorite OCF artisans.

***Motion: Accept Kim's report (Willy/Julia) All in favor 7-0-0

Treasurer's Report: Lynn gave the report for Maggie. The drops in attendance are concerning but the budget is still on track, and as of June 25 the numbers were still ahead of the budgeted amounts. With 54% of markets finished, the income is still around 60% of the year's income. Traditionally when the economy improves, the Market loses members and income goes down, as members find other jobs and depend less on crafting. Sales can still be up for individual members but the totals can be less. The Budget Committee will be meeting soon and is still looking for new members who can meet during the day. It would be best for interested members to first attend a meeting and to have some financial skills and understanding.

***Motion: Accept the Treasurer's Report (Alex/Julia) All in favor 7-0-0

Committee and Task Force Reports: Food Court Committee: Colleen gave the report from the July 30 meeting. The HM food court will be full with Whole Enchilada moving into Toby's former space. Workers Comp was discussed. The dispute over space boundaries has not been fully resolved although there was some improvement. The ice vendor has not been replaced yet and members are bringing their own ice. The committee has begun a mid-season analysis of the effect of not filling the vacancy in the Food Court and will report more after their next meeting. There are lots of nuances such as the "shadows" of lines on other booths, new propane requirements, redistribution of income, rate of failure of new booths, the food cart world's culture, and so on. The committee plans to make recommendations to the Board when they finish their analysis. Some type of logo banners may be requested to add to the canopy edges to cover wear. Next meeting September 3, 1:00 pm. New members are welcome.

***Motion: Approve the Food Court Committee Report (Alex/Willy) All in favor 7-0-0

Member Recruitment Task Force: Paula reported that she and Colleen met and brainstormed but no decisions were made and no further meetings were set. She has left the Task Force. Kelly is interested and will meet with Colleen.

Standards Committee: Lynn reported on the June 17 meeting. Carryover screenings included some antique glass beads which were approved in a split vote. (A correction was made to the spelling of the member's name.) Several members attended to speak to the Scent and Sound guidelines which were on the Committee work plan for that month. They spoke about soap fragrances, synthetic ingredients, and the sound guideline. There was extensive discussion on both issues but no actions were taken. A draft policy for healing services was submitted for consideration at the next meeting.

***Motion: Approve the Standards Meeting Minutes of June 17. (Paula/Dave) All in favor 7-0-0

Teresa reported on the July 15 meeting. Three Notices of Concern were discussed. Changes in the Scents, Sounds, and Services policies were all proposed and discussed, though not finished. Proposed for the Scents guideline: (changes in **bold**): Members should be aware that strong scents can trigger asthma and other health problems. The Market requires that members whose product may have an impact beyond the confines of their booth be sensitive to the impact of their products on other members and the public. **Members who generate member or public concern will be required to take mitigative actions. These may include, but are not limited to, changes in packaging, display, formulation, or other actions deemed reasonable to the General Manager. If mitigation cannot be successfully accomplished the member may lose their right to sell the products in question.**

Proposed revisions of the Sounds policy (changes in **bold**): The Market requires that members whose product may have an impact beyond the confines of their booth be sensitive to the impact of their products on other members and the public. **It is recognized that the generation of sound may be integral to the successful sale of a product. However, as sound cannot be contained, if the respective parties cannot work out a workable compromise between themselves, it will become the General Manager's responsibility to impose a compromise in consultation with the parties concerned.** If mitigation is not successful the member may be asked to leave.

The Services guideline proposal: **Services: Services provided by vendors at the Market must meet the following requirements and will be asked to provide documentation each year upon membership renewal. The following is a list of acceptable services:**

Mechanical: Vendors offering repairs, such as bicycle tire repair. Vendors offering technical consulting, such as computer repair.

Body Work: Services that are considered "Hands On" which involve touching the customer must meet professional and state guidelines requiring licensure and liability insurance. A copy of the license must be visible to the customer and proof of liability insurance must be available upon request. Examples of "Hands On" services include: Massage Therapy, Reflexology, Therapeutic Touch, Physical Therapy, Bioenergetics.

Faith Healers: By law, lay practitioners cannot make medical diagnoses and cannot promise a cure. However, information sharing, chanting, toning, or praying is acceptable if it does not disturb customers or other vendors. This is not considered a “Hands On” service.

Fortune Tellers: Card readings, astrology readings, psychic readings, tea leaf readings, I Ching readings, Rune Stone readings are acceptable, and are seen as offering a customer a story to ultimately interpret for themselves.

All new service vendors must be screened by the whole Standards Committee and will be asked these questions:

1. **What training did you receive? Did you receive a certificate or degree?**
2. **Can you clearly explain what you do?**
3. **Do you have the appropriate state license and liability insurance, if it is required?**

A demonstration may be required.

These revisions have not yet been discussed by the full committee but will appear on the agenda for the next meeting and will be discussed at that time. Any practitioners who have input are welcome to join the discussion.

Members are reminded that the meetings are public and whatever they say can be recorded in the minutes. The term “fair-weather” can be seen as derogatory, so it might be a term to replace with more neutral language.

Pipes and paraphernalia will be discussed at the next meeting (August 19.) Kimberly added that she has received many inquiries from those wanting to sell cannabis plants, specialized soil, etc. as well as pipes.

***Motion: Approve the Standards report (Willy/Paula) All in favor 7-0-0.

Holiday Market Committee: Paula reported on the June 10 meeting. The Committee decided not to do a big annual project but to focus on the Elf promotion for the first weekend. The bag project will not be repeated this year. Booth fees were not raised. A question was raised about the rates of the 8x10 craft booths and 8x12 food booths. Wording will be added to the “Parking” section of the Rules and Regulations, which were briefly reviewed. A public attendance count could be helpful, though difficult. Perhaps a photo of the food court at the same time each day would gain some information to compare.

***Motion: Accept the Holiday Market report (Dave/Julia) All in favor 7-0-0

___BREAK_____

Old Business: none

New Business: Meetings in January and July: The Board doesn’t meet in July because of the OCF, but there is still a lot going on for Market, so is this a good policy? Discussion: suggest taking a count of how many members are involved at the time of making the calendar each year. Changing the date could

help, perhaps. The OCF is always the second weekend in July. Kimberly feels that staff is on vacation in January and that is the major reason to skip that one. Making the Board packets is a lot of work, and in July it is a relief to be able to make the transition to HM planning details without the added work of the packet preparation. Some members also take vacation in January and/or travel in July. Board members should look at why they serve on the Board and what their commitment is. Market needs to be cared for all of the time. Informal meetings of some type might help. Breaks can be good for some. Discussion moved to Old Business in the fall, or possibly the decision can be made closer to the meeting dates.

Revision of the By-Laws Preamble: Add language to update 5) of the preamble. Article X Section 1 states: These bylaws may be altered, amended or repealed and new bylaws may be adapted by a majority of the directors at any regular or special meeting of the board.

Changes in **bold**: 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 eliminate prejudice and discrimination based on social class, **age**, race, **sexual orientation**, disability, and cultural orientation.

***Motion: Make the changes to the preamble (Alex/Julia) All in favor, 7-0-0

Perhaps a look should be taken at other places where the bylaws could be updated. Kimberly and Paulette have discussed a few. A Task Force was formed of Paulette, Diane, Kimberly and Teresa.

Service Section (to address lines): Some of the booths offering services have lines or people waiting in groups for their services. Often there is no place for them and they impact other booths in negative ways. When the practitioner is busy she/he can't always manage the lines. Fellow members should not have to handle these issues, especially repeatedly. What if a section of the Market could be exclusively used by service providers? Perhaps a few locations could at least be identified where lines could be accommodated, and reserved for services only. Benches should be kept open for use by the general public whenever possible.

Efforts are made when assigning booths to address lines, and both the vendors and staff would like more solutions. Many have been tried: making timed appointments, taking numbers, places nearby where patrons are asked to wait. One member has hired a person to help manage the lines. Texting patrons when their turn has arrived is a new procedure which might help. Calling Security is an option for busker crowds but ongoing issues with certain members need more permanent solutions. Map changes are hard but possible, since only about five booths are in this category. Others choosing booths who have the points might be bothered by preferential treatment. This will be discussed in Old Business next month.

Reserve Policies: The current policy of attending once a month and nine times a season enables reserve vendors to miss more markets than they attend. Other regularly attending vendors would love to reserve those often prime selling spaces. Would changing the policy to require two times per month be a good change? Originally it was three times per month, but the Market was too full and new members couldn't find selling space. New members trying to get good locations find the policy very frustrating.

Having new members using the reserve spaces keeps the Market looking different every week and not stale. This will be discussed in Old Business at the next meeting.

Requests for New Business in September: Foot traffic patterns on the west block seem to have changed since the Info Booth moved. Have others observed this? Does it need to be discussed? The Board members were not sure if there is a large issue to be addressed. If there is more information perhaps it can be discussed again but it wasn't placed on the agenda for September.

Vetting Buskers: Is there a way to check if buskers are appropriate or know the rules? They do get a handout showing the map with good locations to busk, and the expectations. Since we aren't charging a fee they aren't hired, so no evaluation is done. They are asked to make a monetary contribution and be good neighbors. Buskers who are not on the blocks are sometimes talked with by Security but they are not really in our rented space. This item was not added to the agenda for September.

Meeting Evaluation: Long but well run.

Adjourned 8:25