

Attendance: Board: Eli Mazet (Vice Chair), Teresa Pitzer, Maria Moule, Tym Mazet, Paula Marie Gourley, Diane McWhorter (Secretary)

Recorder: Diane McWhorter

Staff: General Manager Kirsten Bolton, Promotions and Marketing Manager Jake Strouckel, Office and Program Administrator Courtney Kauffman, Site Operations Supervisor Jennifer Hendrix

Members: Lynn Brown, Colleen Bauman, Janet Rosenberg, Heather Robbins-Hinton, Leslie Newcomer, Lillian Shoupe, Jaimee Gentile, Frank Gosar, Denise Gosar, Nome May, Ray Smith, Puff Smith, , Melissa Garcia Parry, Richard Harnsongkram, Saman Harnsongkram, Sarah Jones, Elise Corin, Jolaine Reese, Kelly Durian, Willy Gibboney, Jo Ann Siner, Craig Butler, Michael Bertotti, !Spring, Nicole Hummel

Board Presentation: Members heard from representatives of the Board of Directors, Budget Committee, Standards Committee, Holiday Market Committee, Food Court Committee, Personnel Committee, Sustainability Committee, Policy Task Force, Street Team, Downtown Development Task Force, and the Kareng Fund. Written reports as submitted by the presenters are attached. Additional details are included below:

Board of Directors: Eli Mazet, Vice Chair: Eli thanked members for coming and all the volunteers and members for being his business partners. He said that he has seen the Board directing the activities of the organization, and insuring the legality and consistency with the Saturday Market's mission. He has seen the Board establishing and monitoring policies and procedures, planning for the future and for the future of the growth and development, hiring and supervising the GM, ensuring that sufficient revenue is available, and that financial planning and monitoring are carried out, as well as insuring that officers and committees fulfill their responsibilities. The Saturday Market is where we change lives, and he appreciates getting into this incubator that has changed so many lives.

Budget Committee: Lynn Brown presented the report.

Budget Committee

Market finances are sound.

Each year in March your Budget Committee, in conjunction with the General Manager, creates an annual budget for the coming fiscal year, April 1 to April 1. That budget is a combination of then known expenses and a "best guess" at the unknown expenses and the income from both Saturday Market and Holiday Market. It is from this document that income and expenses are evaluated.

The transitions in Market management proved not to be a budget buster. While there were unexpected costs, savings elsewhere in salary and benefits balanced them out.

Both Saturday Market and Holiday Market incomes (tracked separately) are ahead of projection by modest amounts, thus it appears that our members are generally having a good Market season and Holiday Market registration is on track.

Saturday Market operating expense is over projected budget by a very modest 34 hundredths of 1%. The overage in projected income is considerably greater, thus no current cause of concern. Actions have been taken to reduce these expenses by our new General Manager so we may see even this minor overage reduced or eliminated. Careful management of Market funds is required as the budget committee generally gives the General manager about a 1% bottom line on a roughly half million dollar annual budget. As mentioned above, income is running ahead of projection thus the percent overage in expense is even less than the 1/3 of a percent of the bottom line. The Budget Committee, as Market members, understands how hard it is to earn the fees that we all pay to operate the Market and budget Markets operation with that clearly in mind.

I feel very confident that our new General Manager has both the skills and desire to manage our Markets in a very sound and frugal manner.

Market is in search of a new Treasurer. Sadly, our very capable treasurer has chosen to resign, as of this past Wednesday, for personal reasons. If you know someone, they need not be a Market member, who has general accounting and tax knowledge as well as basic computer skills, and you think they would be willing to volunteer their time and knowledge to Market, ask them to contact either our General Manager or any Board member. The position is filled by appointment by the Board of Directors. The position will likely be filled at the next Board meeting, the first Wednesday of October.

In addition to his written report, he said that the financial position is strong. There were no real concerns regarding expenses from the transitions in management. Budgeting is very conservative. The GM is given only a 1% projection of a cushion, which is \$5000 on a budget of approximately \$500,000.

Standards Committee: Co-Chair Teresa Pitzer read the report as written by Co-Chair Alan Pointer.

Standards Committee of the Eugene Saturday Market 2017

The Standards Committee is valuable and vital to the Market because it keeps the market what it was and is intended to be – a source of art and craft made by the persons making, selling, and promoting them.

The Standards Committee does this:

The Standards Committee interviews all new market members to make sure they follow the Mantra of the Saturday Market which is “The Maker is the Seller”. The Vendor/artisan/creator/member presenting the item for sale at the Saturday Market IS the maker of the item. They brought the item forth from basic materials using only minimal commercial components.

The Standards Committee does it this way:

We talk with new members and ask them about their process. We determine that they know their craft and know how to make what they are proposing to sell. We ask the questions required to be sure this is the case. When our screening team is not certain, the item is brought before the full standards committee where the vendor explains their process and the committee has the chance to ask questions. The committee then discusses and researches the item and makes a decision to allow or not. The member turned down by this process does have the option of taking their case to the board of directors.

The Standards Committee deals with these issues:

In the past year, one of the major issues to come to the standards committee has been the odor of soaps, creams, candles, and various other items that in some cases have vapors that irritate some people. This is an ongoing concern and the Standards Committee has worked to tighten and clarify our guide lines and rules.

In the past year we have been seeing more and more items that use computer controlled milling and/or printing to produce three dimensional objects. Is the member actually making something or just reproducing an item from another source ? We have carefully weighed the amount of work and skill provided by the member to the computer sourced contribution.

One continuous ongoing issue and theme for the Standards Committee is the effort to define "handmade". The definition continually changes with social trends, technology, and many other factors. The Standards Committee continually discusses this and researches this. The Committee continually ask for input from all market members and others to keep current on what exactly is handmade, what is art, and what is craft.

The Standards Committee interviews, researches, reviews, and discusses the basic, core principles of our Market and makes recommendations to the Market Board of Directors.

I am honored to be a co-chair of the Standards Committee and look with awe and humbleness on the folks who have held this position and who hold it now.

Alan Pointer
Co-Chair with Teresa Pitzer of the Saturday Market Standards Committee

Holiday Market Committee: Co-Chair Paula Marie Gourley gave the report. (The other Co-Chair is Deb Schussler)

Holiday Market Committee Report

The Committee has convened regularly on a monthly schedule. Alan Pointer and Paula Marie Gourley served as Co-Chairs, with Deb Scussler elected as Co-Chair for the new term. Continuing members and several new volunteers have joined our committee, swelling our ranks to nine people. They are Leslie Newcomer, Dru Marchbanks, Colleen Bauman, Jamie Gentile, Alan Pointer and Julia Garretson.

We are continuing the successful Elf theme for this year, as it has been very popular, and stimulates increased attendance at the Holiday Market during opening weekend. The search game and handcrafted elves to discover will be supplemented with an opening day parade this time around. Commemorative elf ornaments are available for participants, and the Elven photo booth will be located in the Holiday Hall.

All aspects of the Holiday Market operations, promotions, needs, underpinnings and evaluation have been addressed. Our new Managers have been included in every aspect. The Street Team is spearheading another guidebook for the event, and it looks to be another great Holiday Market season. We'll see you there!

It is almost Christmas! The Committee works all year long and has had a welcomed recent increase in membership. Every member participates in making decisions about budget, display, information, promotions, advertising, lighting, decorations, helping people find members, and is bringing in the two new managers and teaching them what needs to be done for the Holiday Market. More help may be needed. She related an anecdote about how members in Holiday Hall care for each other. The Fashion days and work tasks are two areas which may need some new attention this year, and she is collecting ideas. She remarked upon the amount of people-hours that go into helping the whole Market function and urged participation.

Food Court Committee: Co-Chair Janet Rosenberg read the report. (The other Co-Chair is Colleen Bauman.)

The Food Court Committee Annual Meeting Report

The Food Court Committee acts as a liaison between the board, management and the food court. Like all Market committees, we report

our recommendations directly to the Board: we do not make policy. We meet as needed, usually only several times a year.

At the start of every outdoor season, we organize the Food Court's mandatory annual potluck to go over our agreements and operations and share ideas for the future, always keeping an eye towards making our food court the best in the city.

We also work together on group promotional projects and infrastructural improvements. Food Court Committee co-chairs work with Standards co-chairs to approve and encourage new menu additions. We are there to assist with any board or management concerns or projects. This year we worked on the Extreme Weather policy and gave input on banners, new chairs, signage, and the soon to be refinished table tops!

~Janet Rosenberg

~Colleen Bauman

(Food Court Committee Co-chairs)

Janet expressed thanks for the volunteers who concentrated their efforts in hiring the two new managers and navigating the transition. A comment from a member who sold at many fairs was that it was rare to find food offerings of such quality at a Fair such as the Saturday Market, and another anecdotal report from a health inspector spoke of the Market as a gem for the clean, beautiful, higher-level functioning of the Food Court. Janet gave the credit to our unusual structure of using dedicated member volunteers, many long-term, to work with hired staff.

Personnel Committee: Diane McWhorter (Minutes Recorder for PC) reported on the Committee in the absence of the Chair, Willa Bauman. The Personnel Committee is formed of Board members appointed for the purposes of caring for the employees and their work environment. They handle details of salaries and wages, vacations and leaves, evaluations of the managers, and other related items that come under the supervision of the Board. Like all standing committees they make recommendations to the Board about policy changes. Most recently the Committee has undergone the same turnover as the Board, as the Chair and Vice-Chair are also the Chair and Co-Chair of the Personnel Committee. There were many details of the Personnel Policies that needed attention during and after the hiring process and they meet frequently to work on the evaluation forms, and policies such as the Code of Conduct and Grievance policies as they relate to staff issues. They are an essential arm of the Board functions and often their work involves confidentiality. Board members with an interest in this work can ask to be appointed. Most meetings are not open to the general membership but the Personnel Policies are among those that will be posted on the website soon, through the work of the Policies Task Force. Members are always welcome to review the policies.

Diane gave great credit to Willa for her stellar attitude as well as the rest of the committee for their hard work in the hiring and transition at a time that was very busy. In addition to their regular duties, they are working on an Employee Handbook which will contain the present Personnel Policies as well as other expanded policies in one place. A comment from a member encouraged fewer closed meetings and more openness and transparency and Diane clarified that openness is an emphasis for the organization and that most meetings are not closed unless confidential matters must be discussed.

Sustainability Committee: Co-Chair Teresa Pitzer gave the report from the Committee, which has not been active in recent months. (Willa Bauman is the other Co-Chair.)

The Sustainability Committee Report

The Saturday Market's sustainability committee focuses on issues related to reducing our organization's carbon footprint and encouraging sustainable transportation to and from market. Since 2005, the sustainability committee has been integral in planning and implementing sustainable practices in the food court, such as the durable utensils program, trash-sorting, facilitating compost pick-up from the Food Court, and encouraging the use of recyclable and compostable paper products. Right now, we are working on several new initiatives. The first is called "Reduce Our Use," an advertising campaign encouraging vendors and customers to bring a reusable mug to market. We are also looking into setting up a bike valet service and connecting with Food for Lane County's Food Rescue Express to salvage leftover food from the

food court each week. If you have ideas about how to make the Saturday Market more sustainable, please consider joining the sustainability committee.

Garbage sorting has resulted in a decrease from two dumpsters to one-half. All garbage is sorted and the compost hauled. Plastic fork use has been decreased by 3-4000 every Saturday by using the durable utensils. Compostable plastic cups have been found to be a problem, as corn-based plastics must be refrigerated in transit, use a food product, are depleting the aquifer, and cannot be composted except at very high temperatures. Their use is not currently recommended. The Clear Stream project was piloted at Market. More members are encouraged to start next season with renewed interest in sustainability.

Members had many suggestions for the Sustainability Committee, such as eliminating (or not displaying) plastic straws, making the public more aware of our sorting and durables efforts, accessing UO expertise, improving the signage on the trash receptacles and sorting tables, and encouraging people to take their trash home, and to bring dishes such as cups from home. Laptops, a projector and a printer have been donated to SM by Next Step. Sustainability has been included in the Guidebook and will be expanded in the future. Paper use reduction is a goal. The sorters (Chris Kritch and Craig Allen) are appreciated, as well as the fact that those positions are held by developmentally challenged individuals, creating meaningful jobs. Rexius has found that the sort is so clean they do not have to monitor or re-sort. Saturday Market has been certified by BRING and it may be time to renew that certification and award. Members are encouraged to see the documentary The Plastic Ocean and also to send information such as this to the press as part of their own advertising efforts as well as in the general Market advertising. The Master Recyclers could be accessed for more assistance in making changes. Perhaps the sorters could have costumes that would look cool to kids and help educate. Sorting at Holiday Market has not been workable but it could still be a goal. The great interest in Sustainability indicates that some leaders could come forward to take on these goals. Ideas and efforts from members have been very effective in reducing waste.

Policies Task Force: Colleen Bauman gave the report and encouraged members to serve on Task Forces if they are new or hesitant about volunteer commitments. They usually are of shorter duration and complete their work, unlike a standing committee. Saturday Market has a large collection of policies, procedures and practices that are sometimes hard to find when needed, particularly in times of transition of management such as the last few years. This Task Force was formed with the goal of compiling all policies in a manual that would be easily accessible to all members, staff, and all those interested in the rules and regulations of the Market.

This manual would be available in print and online, and policies in it would be easy to find, to update, and to follow. The benefit would be widespread and save staff time, prevent member confusion, and create an easy path to keeping policies coherent and current. Some procedures and practices may be recommended to the Board for status as policies, when necessary. The project is expected to be ongoing for some time and thoroughness is a goal.

All interested members are welcome to join the Policies Task Force and help them do their work. They are still in the research phase, which consists of reading Board packets from recent years, searching for

revisions and new policies, and documenting the work of the last decade by so many dedicated staff and volunteers. This will be rewarding work and could be a great opportunity for those with interests in Board work to become familiar with how the organization thinks and works together to serve members and the community.

Although there will be a printed manual in the office, having policies accessible digitally will save paper and time as well as increasing their current correctness. They are also working on an Organizational Flow Chart.

Street Team: Heather Robbins-Hinton reported on the work of the Street Team.

The Street Team is thrilled to announce that we sold 26.25 pages of ads for the Holiday Market, which is 5.25 pages more than planned and more than the last two guidebooks. This means we will be printing a thicker book going from 28 pages to 36. We are currently working on 2.75 additional pages of interactive materials to encourage our customers (of all ages) to pick them up, walk around with them and take them home.

We have just enough Saturday Market guidebooks to last us for the rest of the outdoor tourist season - about 5 more weekends. Staff have been distributing approx 1.75 boxes every weekend from the info booth on Saturdays. The original plan was to keep the majority of distribution on the park blocks with our visiting customers to use as a tool to shop. However, kudos go out to Kirsten & Jake for coming up with & implementing the idea to distribute them to the downtown businesses when Jake introduced himself to the neighborhood. Brilliant! We also distributed to the Eugene & Springfield Travel Oregon locations in June & again this month and they were both enthusiastic about the guidebooks and have requested that we display them in front of the original rack cards. Yay!!!

Food for thought; maybe the market will want to consider investing advertising dollars into the guidebooks next year for wider distribution purposes. We'll be proposing this idea when the time comes to work on the advertising budget for next year :-)

Their mission is to promote other members through projects that will add to the efforts of staff. There are presently seven members who work closely with the Promotions and Marketing Manager. She explained that waiting for all of the HM booth numbers was not possible within the deadlines for production of the Guidebooks, but efforts will continue to include those with a later deadline next season. The Team is working on several new ideas and is always open to and welcomes member input. As a self-formed and governing body, they celebrate members working together for the benefit of all members. Their motto is: We Get S**T Done!

Downtown Development Task Force: Diane McWhorter outlined the history and work of this Task Force, which supports staff by researching and following city and county efforts to develop downtown properties that affect Saturday Market, and conveying member input as it is gathered. The Task Force sprang to action in 2016 when it became apparent that numerous development plans downtown needed more scrutiny and action than staff could handle without support. It consists of an email list of

about 45 members and staff who have expressed a desire to be informed about these plans. Emails are sent regularly as topics surface, and actions are conveyed when appropriate. Meetings are called periodically when more input is needed. This is a forum for opinions and ideas surrounding the changes in downtown and the Park Blocks and all members and interested parties are welcome to join.

In late 2015, a survey was done by the City, County, and UO on the feasibility of a public market development involving the Farmers' Market, which showed that with Saturday Market participation, such a building could appear, so it was made clear that Saturday Market would not be open to changing the once-a-week, outdoors-on-public-space character of the Market. Other developments such as the Willamette to Willamette initiative, the use of the property at 3 E. Broadway, and the subsequent plans for the Downtown Urban Renewal District were examined and tracked, and feedback delivered to City staff whenever possible. Approximately \$5 million was allocated for improvements to downtown Open Spaces in the URD funding (these include Kesey Square and the Hult and Library plazas as well as the Park Blocks.)

Over the last eighteen months, changes to the Park Blocks and other downtown spaces were proposed by a consultant firm hired by the City, Project for Public Spaces. A public engagement campaign was completed with lots of member participation but the Final Report in May 2017 recommended a complete remodel of the Park Blocks. Over the last few months the Market has seen the first steps of these proposals in the form of programming and events during the week, the construction of a deck on the west block, and other changes which have affected Market operations and culture. The Task Force named a Placemaking Team of three members who have been making sure that staff is aware of member issues and supported in making decisions regarding these changes.

The Board has considered an organizational position that will be finalized in the next few weeks, and conveyed to City Staff and government. The Task Force has recommended that the City be asked to make any changes during the Market's absence from the blocks from November to April. Moving or closing the Market does not seem a viable option without endangering the survival of the members and the organization itself. Saturday Market staff will be meeting with key City employees during the next few weeks to determine more specifically the plans for moving forward on the Park Blocks. This will be a long-range project over the next few years.

While the future of the LCFM is connected to the future of Saturday Market, it is important to separate the different organizational needs and not lose aspects of our membership organization that must be retained during any transitional times. Saturday Market supports the farmers' site improvement plans, but must make its own plans for any changes. Keeping open and productive communications channels with the city staff is paramount and the Task Force stands by to assist with any research needed to support Market positions. Members with an interest in the work of the Task Force should sign up by email with the convener, Diane McWhorter, at dmcwho@efn.org. Be a part of planning for the future of the home of the Saturday Market.

Members are encouraged to stay informed, to participate in City surveys, and to participate in determining the future of the Park Blocks and downtown. Currently it seems that any developments are

long-range over the next several years and intertwined with other open spaces, with City Hall and the County Courthouse as well as the LCFM Site Improvement, and our staff is well-informed and ready to work for positive communication with City staff on the parts that will affect us. The organizational position is in process, defining the limits of our cooperation with construction, in that the Market can't close and can't move during the selling season. Maintaining our fees and membership numbers is essential to our collective survival. Communicating our limits clearly through staff is part of the efforts of the TF. An Economic Impact Study is a current Board initiative. There is currently a Survey Monkey subscription available for member surveys or customer surveys, and members interested in that area should contact Craig Butler. Members suggested including neighboring business successes in conveying our importance to the city. Although there may be the need to gather data when specific City projects are known, most work is currently done in the form of email notifications and all members are encouraged to sign up on the email list by sending their addresses to Diane.

The Kareng Fund: Diane McWhorter, Secretary of the KF Board, talked about the history and efforts of the Kareng Fund. Begun in 2002 as a way to pass the hat when Saturday Market members needed help, the fund was granted its own 501c3 nonprofit status in 2012. Almost \$47,000 has been given in grants to artisans in the fifteen years of Kareng Fund operations.

The Kareng Fund Board of Directors is composed of nine volunteers who have had tight connections with Saturday Market. The Market office still assists in connecting members in need to the grant process, but the most efficient way to receive a grant is to apply through the Kareng Fund website. Confidentiality is maintained for the artisans, and not only Saturday Market members are eligible, but any self-employed artisan in the State of Oregon who is connected with an arts organization may apply. Priority is given to career-threatening crises and the applicant must be below 200% of the federal poverty threshold.

The three main methods of fundraising are through member donations on the weekly fee envelopes at Saturday Market, the basket raffle held at Holiday Market, and the Art Bingo event held in February. Donations can be made through the website as well. There is a Facebook page and an account with Amazon Smile. The Board thanks so many generous donors for sustaining the fund and allowing over 75 grants to be given so far. A one-time donation from the Rex Foundation boosted the fund and allowed outreach and further publicity to reach both donors and grantees.

Please keep the Fund in mind when you have needs or surplus. Your donations to the baskets, bingo prizes, and in cash help keep your fellow members on their feet and working for themselves. Together we succeed in creating a safety net for those in need.

In addition to details of the written report, the Pottery Smash was mentioned as one of the most effective fundraising measures in building the fund. They have added a Bereavement Grant for those who have lost a family member. All members are encouraged to support and access the Kareng Fund for themselves or others through the website <http://www.karengfund.org/>

State of the Market Report: Kirsten Bolton, General Manager, gave the report which included charts and graphs. Although she has only been employed by SM for a few months, she was able to illustrate several

comparative trends which show the year-to-date financial and membership data in perspective with last year. All income and expenses are consistent and stable. Census data for the year's Saturdays will be made available in the Board Packet which can be requested through the office or viewed at the Board meetings. More analysis of fees will be available in the future with adjustments to the database. No members have been turned away for lack of space since she has been in place.

She is committed to helping our businesses grow by getting back to the basics of individual business ownership and extremely pleased to be a member of the Saturday Market family. She introduced the staff who were present.

Marketing and Promotions Report: Jake spoke about his position and efforts in doing a light re-branding so far in social media, the advertisements, and the Holiday Market Guidebook and ads. He is promoting the digital newsletter to reduce paper and ink consumption, and is poised to help educate members in how to participate in social media such as Instagram and other newer tools. He wants to promote each business all week and not only on Saturday.

Volunteer of the Year: Heather Robbins-Hinton was awarded the framed certificate for 2017 in appreciation for her work with the Street Team, and for all her work as a volunteer dedicated to the ongoing success of the Saturday Market.

Q&A: The position Kim Still held has been split to divide the Stage Manager and Entertainment Booking duties and someone will be hired soon to do that work. This will help Jake focus on marketing individual members with in-depth interviews and more ways to show the Maker of the products sold, telling the human interest stories that customers are fascinated by. Members have appreciated the easily-shared entertainment schedules each week, which are an important tool to bring customers to the Market, as well as his other efforts.

Board Members present were introduced. Those excused were Willa Bauman (Chair), Julia Garretson, Deb Schussler, and Ritta Dreier.

Adjourned 1:00 pm.