

DURANO FARMERS MARKET – SPRING 2014 GENERAL MEETING

April 17, 2014 – La Plata County Extension Building

Meeting Minutes

1. The meeting was called to order by President, Michael Schwebach, at 6:05 PM.
2. Introductions were made of the Board Members who were all present and our new Market Manager, Cody Reinheimer. The member/vendors introduced themselves.
3. The minutes of the October 15, 2013 fall general meeting were read and approved as read.

Reports:

4. Rodger Cole, treasurer, read the Treasurer's Report for the year ending December 31, 2013 and the 2013 Budget vs. Actual report. Clarifications were made and questions answered. Dan James requested that we also have a balance sheet provided in the future, to track the market's accounts.
5. Michael gave the President's Report that included his gratitude to the board members and Meme Eberpsacher, for their service to the Durango Farm Market (DFM), First National Bank for their generosity in providing the venue for the market, electricity, and water. The vendors were also thanked for their participation, patience, and enthusiasm, and the new vendors welcomed. He urged them to ask for help and direction from our market manager, the board members, and other vendors and expressed his conviction that this is a good time to be in farming.
6. Michael then introduced Cody Reinheimer, the Market Manager, to give his report. Cody began by giving a quick rundown of his background, and his intent to run an organized market that will be a pleasant experience for all. He reported that he will also be the music manager since being a disc jockey gives him an advantage in the music business. He gave the following information:
 - A. He reminded the vendors that product "tips" express our appreciation to the musicians and are encouraged.
 - B. The DFM tent will be next to the parked trailer in the first row, next to the "elk statue".
 - C. The market booth will be able to take credit cards for merchandise purchases this season.
 - D. The Market Bucks now have a water mark on them to prevent counterfeiting which happened, unfortunately.
 - E. We need to be alert to respecting the landscape plants in our venue—we need to be good guests and not walk on or tear them up.
 - F. The Post Office has asked that we not park in their lot, and that we try to keep our customers from doing the same.
 - G. We will be working to keep a filled-out market all the time—artisans filling in when there are fewer agricultural vendors in the shoulder seasons.
 - H. The first market will be on Mother's Day, May 10. He has arranged to have a flower for the first mothers to come by the DFM booth.
 - I. He is working on advertising for the opening, May 10, plus all season on face book, event calendars in newspapers and radio, and our usual posters.
 - J. He reiterated the new SJB Health Department's rules for anyone serving food the Market which includes having some form of hot, running water for washing and no food preparation on sight just assembling.

Comments and questions for Cody:

Vendors were reminded to provide their own trash containers and haul it away-- not filling up those in 1st National's parking lot.

What is the budget for the musicians? The musicians receive no payment the budget item is for the manager only. This is why vendor tips of products are so important.

New Business:

7. The proposed 2014 budget was presented and explained by treasurer, Roger Cole. Questions were answered concerning the advertising budget, and participation in the Local First coupon book. Roger explained that the Board did not see evidence of new customers by giving away Market Bucks in the coupon book so represented the market by paying for an information page, only, this year. It was also felt we should prove different advertising mediums on a small scale and use free advertising, being cautious of over-spending.

The motion was made and seconded to accept the 2014 Budget as presented. The motion passed.

8. Michael and Cody reviewed the new rules and regulations approved by the Board:
 - Vehicles need to be unloaded, and out of aisles by 7:40 AM or a \$25.00 fine.
 - All booths must be set up and ready for business at 8:00 AM.
 - The entrances to the parking lot will be closed with cones and barriers to prevent unauthorized entry during the market.
 - All vendors must display, their Vendor Information Card in the upper left hand corner of their booth/tent. This card tells each vendor's story and should be displayed with pride.

9. Other new business:

It was confirmed that if two vendors apply to share one space that is okay. They can work out the arrangement, finances, etc., between themselves.

Announcements:

The craft vendors announced that they would have a scheduling meeting following adjournment.

Rohr Farms volunteered a recommendation for a source of product liability insurance.

There being no further business, Rodger Cole made the motion to adjourn at 7:25 PM.

Respectfully submitted,

Kay James, Secretary