

DURANGO FARMERS MARKET

Board Meeting – November 19, 2015, 6:00 PM
Durango Coffee Company Meeting Room

Board Members present: Tim Wheeler, Kay James, Miles Gallagher, and Dave Banga. Cody Reinheimer and Lyndee Beller were also present.

- I. The meeting was called to order by President, Dave Banga at 6:04 PM
- II. The minutes of the October 21, 2015 meeting were approved as corrected.
- III. Manager combined with music position: The motion was made and passed to combine the salary payment of Cody Reinheimer as manager (\$12,500.00) and music coordinator (\$2,300.00) into one check to be paid in 12 equal monthly checks with the two categories listed separately.
- IV. Officer and Staff Reports:
Treasurer's Report: The financials to date were reviewed noting that we had fewer vendors than last year. Tim Wheeler suggested that DFM help fund other incubator programs (Ft. Lewis run by Beth La Shell, or the Montezuma Land Conservancy efforts) to support possible new vendors for our market. Dave and Tim will contact Beth. Cody reiterated the points we can all use to recruit new vendors:
 1. It is a viable income for a family, however summer only.
 2. The farm market is an established customer base.
 3. It is most economically to join for the full season.
 4. Finding a niche product or market leads to success.

President's Report:

Dave will meet this winter with Beth La Shell about the incubator program and with Diane Owen about fine tuning the organization of the By-laws and Rules and Regulations.

Manager's Report:

Cody reported on things he had done since the October Membership meeting including posters and radio advertising for Holiday markets, thank you letter to First National Bank, and vetting applications. He shared a compilation of from his work log for Jan.-Oct. 2015 with the Board, chronicling 1124.25 actual hours worked. (He estimated that 20-30 hours of the total went toward the Iron Chef activity.) The Board's expectation when setting the budget for 2015 was that he would make the equivalent of \$18.00/hr. The Board asked Cody to email them his hourly log so we could see how his time was spent. This subject will be referred to an executive session.

V. New Business:

Review of Applications for Holiday Markets:

-Jenkins Kitchen was approved for both markets

-Rough Puppies, Fiddling Potter, and A Little Twisted were approved for Christmas market

-Local Brands Farm Coop was approved for Christmas market pending clarification by Cody of some of the answers on their application concerning the source of their products.

New Logo Discussion Ideas:

1. Define if we even want to get a new logo since we would have to build recognition all over again—could take years.
2. The anniversary is an opportunity to project a happier, more colorful, inviting image.
3. Happy faces, happy community that is Durango specific could project the pleasant time people have at DFM.
4. A change of logo would allow a more up-beat image.
5. Any logo we go with needs to be simple, clean, and colorful.

It was agreed that each Board member should take these ideas and seriously weigh them, draw their ideas, and share with others to test the ideas before we hire a graphic designer. Cody and Dave have designers they recommend but the Board agreed that we need to know what we want and have a simple conceptual before consulting with a professional. We will plan to meet mid to the end of January to share our ideas so we can get the design process started.

Appointment of new Board member to replace Mike Nolan:

Dave reported asking Max Fields of “Fields to Plate” vendors if he would like to serve and with a positive response, he placed his name in nomination. Mile moved to appoint him to fill the unexpired (one year) term of Mike Nolan. Tim seconded, motion passed. He will be asked to assume the office of Treasurer held by Mike.

VI. Other Business:

Cody asked if he is to send out letters “in good standing” as in the previous year. The Board endorsed that the letters were a good thing and should continue to be sent each year. Cody reported that there were only a few vendors that would not receive “good standing” designation.

VII. There being no further business the meeting was adjourned. Cody and Lyndee retired. The Board moved to an Executive Session.

The meeting was adjourned at 8:30 PM.

Respectfully submitted,

Kay James, Secretary