

DURANGO FARMERS MARKET

P.O. Box 3761 – Durango, Co 81302

SPRING MEMBERSHIP MEETING

Tuesday, April 12, 2016 6:30-8:00 PM

La Plata County Extension Office

Minutes

1. **Call to Order** by President, Dave Banga at 6: 35 PM, introduction of attendees (32 in attendance)
2. **The minutes** of October 21, 2015 General Membership meeting were approved as written.

3. **Officer and Staff Reports:**

Treasurer's report: Max Fields, Treasurer, reviewed the 2015/2016 Balance Sheet and Profit and Loss Statement, pointing out any major changes. One is that there will be no Iron Chef event in 2016 since its success in 2015 was marginal. Local First is aware that we are looking for a fresh event.

President's Report: Dave Banga thanked all vendors for a harmonious 2015 season. He explained that the Board is endeavoring to balance the hours that Cody Reinheimer, Market Manager, actually works with what we afford to pay him—requiring that he work 150 hours less and that we pay him for 150 hours more than in 2015—to get it in balance. He also reported that it was necessary for us to initiate a payroll payment system, since the manager's position does not qualify as an "independent contractor" as assumed in the past. Dave met with Diane Owen during the winter to refine the organization and wording of the By-Laws and Rules and Regulations, with only minor changes needed.

Market Manager's Report: Cody Reinheimer reiterated how he spent his time since the last meeting. He has a dance group and kid fiddlers scheduled for opening day of DFM, May 14. The Well's Group donated \$500.00 for our using their branded tent for the music tent. He encouraged vendors to volunteer for a spot on UNX radio to advertise their own products as well as DFM. He has a volunteer to help him this season that is also a photographer.

Presentation by Brooke Frazier, Garden Project of CO: Brooke explained the free produce stand that will be manned by 13-18 yr. olds representing the La Plata Youth Services this year at the Manna Soup Kitchen. She welcomes all vendors to contribute extra products for the stand open Wednesdays between 4:30-6:00 PM to provide nutrient-dense foods for all families. It will be open from June 22 through October 12.

4. Unfinished Business:

Plans for 20 Year celebration: Cody Reinheimer presented the logos submitted for our 20th Anniversary celebration. He was pleased that there were eight entries! They were reviewed by those present and a written vote was taken for the top three. The top designs will be used for tee shirts, hats, posters, stickers and others items.

The following were great ideas for celebrating the anniversary from the vendors:

- a. 20% off on one individual vendor's products each market
- b. Make 20th of August "Market Day" with specials from each vendor
- c. Raffle off 20 Market Bucks
- d. Make a punch card—with 20 punches (all vendors) there is a prize (Mkt. bucks or basket of goodies from vendors) or an outside donation as prize (tickets on train, etc.)
- e. Organize a 20th Anniversary video contest to be put on social media about DFM
- f. Have vendors take pictures and comments on Facebook during our markets this season and post on social media.
- g. Try to get a big banner across 8th Street for the DFM—get better cooperation from City.

Emily Jensen volunteered to help Cody with execution of these ideas.

5. New Business:

Review and approval of 2016 Budget: Dave & Max reviewed the 2016 budget, qualifying that there were a few details that still needed refinement. They reviewed the Manager's salary, since we are now on a payroll basis. There was a discussion of how to using the Advertising budget better. The motion was made and seconded that the budget be approved, the motion passed.

Market Start-up information: Cody reiterated that our opening is May 14 and went over the basic rules for application and attendance. He will have the artisan's rotation schedule ready and sent out soon.

There being no other business to come before the members, the meeting was adjourned at 8:10 PM.

Respectfully submitted,

Kay James, Secretary