

DURANGO FARMERS MARKET BOARD MEETING

November 14, 2016

Members in attendance: Max Fields, Emily Jensen, Tim Wheeler, Tyler Hoyt, and Manager Cody Reinheimer

1. The meeting was opened by President, Tyler Hoyt with discussion of the renewal of Anderson Windows vendor space and other business sponsorships.

Comments:

- Is this a sell-out for funding over maintaining agricultural integrity?
- Tim questions whether it will dilute agricultural focus and suggests we provide 3 non-ag related sponsorship booths and mark the funds to a specific purpose, i.e. restrooms.
- Be careful not to undervalue market.
- Tim & Emily went to BID (via email) to seek grants for the restrooms for DFM and BID offered \$2000.00 to have a sponsorship tent—so we are back to square one. Tim says BID is interested in keeping DFM alive. DFM is within the taxing District funding BID so totally qualifies for their support.
- Tyler suggests pairing donation with booth space and a banner.
- Cody likes the idea of community partnership as a good image for DFM and thinks sponsorship should come with extra honorable mentions, advertisement, and acknowledgement.
- Tim questions the criteria to use to define what an “information” booth is. Cody felt the criteria are “local production”.
- Tim suggests we limit booths to 3, earmarked for specific uses and benefiting DFM attendees.
- Cody suggested first year booth sponsorship for a donation—this year Anderson, BID, and City of Durango. He suggests setting aside five spaces anticipating more sponsors in the future.
- Tim wants the presentation to BID to be enticing not intimidating and cautions us on the City’s restrictions.
- Cody pointed out that the time is right to get in with the city since they are creating their budget right now.
- Tim wants to solidify that Amber (City) will indeed open the bathrooms to us before we seek funding. He last talked to Amber 3 weeks ago and she alluded to the extremely tight 2017 budget and wasn’t eager to open the Transit building due to staffing challenges.
- Cody pointed out that DFM already give the City free booth space and that 60 vendors contribute to City tax revenue, as well as license fees. Tim is excited about the opportunity to present this information to the City.

- Tim reminded us that La Plata County would be a secondary option to seek support from for DFM.
- Tim wonders if we can as vendors to provide their average sales for leverage with the City—or to report their City sales tax paid for this year to use as leverage.
- Emily suggested we generate funds before starting to ask for anything from the City. Emily and Tim agree to meet with BID and possibly offer a booth sponsorship.
- Emily suggests we draft a clause in By-laws for sponsorship booths.
- Suggestions for the By-law were: 1. Sponsorship of \$2000.00 would include a full year booth space, possibly a banner, and inclusion on a website page of sponsors. 2. We create a private philanthropist space for sponsorships. 3. We provide social media post and newsletter mention. 4. Suggest we call it “business organization” sponsorships—need to come up with official names for various sponsorship categories.
- Cody liked the idea of agricultural booth sponsorships by businesses or individuals as a means of outreach to the community. This would engage more customers.
- Cody pointed out that the By-laws don’t distinguish vendor types but the Rules and Regulations do that. We need to come up with an official name for a citizen sponsorship as well as business sponsorships.

2. Applications for Thanksgiving Farmers Market

- Cody reported that Colorado Designs dropped out and he filled their space with an agriculture vendor (Scott and Rain)
- We have a full market; new vendors have stepped up

3. Holiday Market

- We have 8 open spaces for this market and 4 applications to review:
 1. Vital Beauty: selling jelly, airy ornaments Approved
 2. Tiny Habitats: jewelry (materials from local) Approved
 3. DKT Designs: bead work Approved
 4. Saruns Superfood Approved

4. Miscellaneous Items

- Cody drafted our “thank you” to 1st National Bank of Durango and all signed.
- Cody suggested offering 1st National Bank a sponsorship booth.
- Cody suggested that we could offer a few bench sponsorships to the public and others.
- Cody will send the Board the Iron chef sponsorship levels as an example for us to use in this new sponsorship exercise. He will update his vendor booth map and let the Board know about how many booths may be available for sponsors this next season.

- The bottom line: funds must go to the needs of the Market. Trash services may be another infrastructure need in the future, just as the restrooms are presently.

Meeting was adjourned

Max Fields, Acting Secretary