

## DURANGO FARMERS' MARKET

Board Meeting Minutes—Tuesday, March 13, 2018, 6:30 PM

Mountain Medicine, 1315 Main Ave. #209, Durango

The meeting was called to order at 6:36 PM. Those present: Melanie McKinney-Gonzales (Market Manager), Lynndee Beller (Bookkeeper), Tyler Van Gemert, Max Fields, Tyler Hoyt, and Pauline Pao.

### Budget:

1. Emily's (not able to attend meeting) concerns via email were noted: need for new sound mixer, new market tent, and professional development funds plus her request for a larger booth space for Homegrown and how requests were accommodated.
2. Max and Lynndee explained the professional development funds were already addressed. Lynndee suggested that the \$500 from the Wells Groups be earmarked as a line item for the new sound mixer.
3. Lynndee went over the rest of the 2018 budget. Highlights as follows:
  - a. **Booth Fee**-- \$27,700. Same as in 2017
  - b. **Sponsorship**--\$4000 budgeted
  - c. **Incubator**--\$240. \$630 in 2017. Program not really used in recent years and there have been no applications to date.
  - d. **Merchandise**—Lynndee did an inventory last year and made adjustments for this year's budget. She mentioned there wasn't a huge return on merchandise and noted that tote bags were the biggest seller. Bumper sticker budget \$1000 (\$690 in 2017) because Cody just purchased some. Melanie and possibly Max will visit DFM trailer parked at James Ranch to check out inventory.
  - e. **Restrooms**—Budgeted the same as 2017
  - f. **Physical Marketing**—Lynndee explained that's when Cody would give stuff away. Bumped up to \$300 (\$100 in 2017) because last year Cody gave away \$290 in merchandise.
  - g. **Advertising**—Budgeted more in 2018. Print: \$1300 (\$1000 in 2017); Radio: \$1000 (\$1100 in 2017); Holiday Markets: \$700 (\$500 in 2017); Web hosting: still at \$250
  - h. **Business Gifts**--\$60 weekly market bucks to manager as part to manager's salary and left as is for now.
  - i. **Professional Services**—DFM taxes. Tyler H. expressed interest in DFM's 2017 taxes and if they were done. Lynndee did not think they were filed for 2016 or 2017 and mentioned she took all documents to the tax guy in 2016 and then he never returned calls. Max suggested BPX as the new tax filer for the market and that he would look into it.
  - j. **Dues and Subscriptions**—2018 budget bumped up to \$150 from \$90. Noting membership to CFMA (Colorado Farmers Market Association).
  - k. **Workman's Comp**--\$800 (\$700 in 2017) due to 2 employees now (new music manager position) as opposed to 1.

- l. **Insurance**—same as 2017. Melanie mentioned the general liability policy offered by CFMA for \$300 as an alternative option for DFM. She will look into it.
  - m. **Music**--\$500 for new mixing board.
  - n. **Site Expenses**—explained as stuff manager needed to buy for the booth such as rope or trash bags, etc.
  - o. **Office Supplies**—listed on previous budgets as 2 lines and now just listed as one. Melanie should give receipts to Lynndee for b/w and color print cartridges she uses for her home computer
  - p. **Printing of Market Bucks**--\$120 (\$200 in 2017)
  - q. **Misc. Office Supplies**--\$200. DFM uses a lot of paperclips (for clipping together market bucks when distributed)
  - r. **Postage**--\$100. Last year DFM spent \$111 on postage.
  - s. **Bonus**—Max and Tyler H. expressed concern whether or not Cody received the \$500 bonus. Cody did not and will receive this soon.
  - t. **Salaries**—This figure is for both positions (Manager--\$13,400 + market bucks and Music Manger--\$2600)
  - u. **Taxes**—Up in 2018 due to 2 employees.
  - v. **Bookkeeping and Taxes**—Same as in 2017
  - w. **Trailer Registration**—standard each year plus \$50 for maintenance and repair. Lynndee volunteered to give DFM covers for the trailer tires
  - x. **Merchant Fees**—SNAP in 2017 cost DFM \$360 and credit card transactions cost DFM \$900. Debit transactions do not cost DFM. Lynndee mentioned that Credit Card sales were very popular to our customers in 2017. Members present discussed charging a flat fee (\$1?...\$1.50?...\$2?) for Debit and Credit swipes to offset the fees uncured from SNAP and Credit transactions. Lynndee will look into how many credit transactions were done in 2017.
  - y. **Charitable Donations**--\$100 for National Young Farmers' Association
  - z. **Total Expenses**--\$39,800 (\$38,000 budgeted in 2017 and \$35,900 spent in 2017). -\$3,134 balance for 2018.
4. **Spending.** Max mentioned there wasn't room to cut expenses in 2018 and spending more is a good thing because that means DFM is growing. He mentioned the absence of putting money into savings for the past couple of years and the need to advertise more on Camino (possibly a large flag banner and the existing sandwich board could go on Main).
5. **Savings vs. Checking.** Lynndee mentioned there was \$8000+ in savings and ~\$13,000 in checking. She suggested \$5000 might be kept in checking to cover the 2018 deficit with the balance going to savings or other needs such as a new tent for info booth, more into advertising, professional development, charitable contributions, etc. She suggested looking into the costs for tents, banners, etc. These options will be brought up to vendors at the Spring meeting. Max mentioned that with a 'fresh start' for the market with new management, vendors shouldn't mind infusing more money into the market.

6. **Website Advertising.** Melanie mentioned there was \$0 in website advertising and suggested \$15 for 3 five dollar boosts on Facebook. She cited 200-500 people were reached by Facebook without the boost and DFM had over 2000 followers. Cody boosted the page when advertising for manager and we had a plentiful response.
7. **Radio/Video Advertising.** Melanie mentioned DFM paid \$250 in market bucks to KSUT, \$250 in cash to KDUR, and \$500 to American General Media. Chris from KSUT contacted Melanie for a possible \$500 this year in exchange for 25 underwriting spots. KSUT has a Spring fundraising drive on March 19<sup>th</sup> for Local Growers' Day and Fall fundraising drive on September 10<sup>th</sup>. The Board agreed on \$150 for the Spring drive and \$200 for the Fall drive given out in \$25 increments. 2018 Market Bucks were printed for the 2017 Holiday markets with the remaining bucks in the trailers. Melanie will check this out. Melanie read the underwriting copy from KSUT which mentioned "locally grown groceries". All present thought it should read "locally grown products".
8. **Sponsorship Program.**
  - a. \$4500 goal for sponsorship program. Secured sponsors:
    - i. \$2000—Renewal by Anderson
    - ii. \$500—Wells Group
    - iii. \$500—Handcrafted House
    - iv. \$250—Tailwind Nutrition
    - v. \$250—Flatrock Solar
  - b. Additional \$1500 in sponsorship needed.
  - c. Melanie has a meeting with Fort Lewis to pitch a \$2000 donation
  - d. Tyler VG will approach Durango Natural Food, Tyler H. will approach Natural Grocers, and Pauline will approach Durango Joe's. Basin Coop was suggested as another potential sponsor.
9. **Bathrooms.**
  - a. Melanie is trying to get the city to reduce the bathroom cost or entertain a trade
  - b. DFM logo will be on Transit brochure
  - c. Bathrooms will now open at 7:30 am
  - d. DFM could sponsor a transit day---could be used as a trade for \$2000
  - e. DFM could offer a booth space for a \$2000 trade
  - f. Melanie will go to the Coffee with the Mayor event at Steam and Bean on Thursday (03/15)
10. **Events 2018.**
  - a. Melanie wondered about the Iron Chef events of past or possible other events for 2018
  - b. Max suggested vendor input. Tyler H. suggested not putting this on a new manager this season citing the extra advertising and planning needed for such events that don't really seem to bring in revenue for the market or vendors.
  - c. Tyler H., Tyler VG, and Lynndee suggested bringing in other community groups to do these sort of education based events...Live Well, high school culinary club, etc.

## 11. Vendor Applications.

- a. Vendor booth space was discussed. Tyler H. noted Sutherland Farms has and pays for 3 spaces which are only fully used during chile roasting season. He mentioned that during much of the season, their 3-booth-area is underutilized leaving the front of the market looking bare. He suggested pinning down the dates when Sutherland Farms didn't need so much space so it could be allocated accordingly instead of left empty.
- b. Additional booth space desired by existing vendors for the 2018 season somewhat noted (Homegrown Farm, Schmitt Gardens, All Seasons Farm, others?) but forgot to address
- c. 16 total 2017 vendors are not returning for the 2018 season.
- d. Vendors selling Ready-To-Eat and Value Added need to have all proper licenses and certifications as stated in the DFM rules. It is not up to the Manager to police the paperwork.
  - i. Melanie will ask Wendy Rice what specific certification is needed to sell Value Added items covered under the Cottage Food Act
- e. Agricultural Vendors:
  - i. All 28 returning vendors were approved
  - ii. All 4 new ag applicants were Approved
- f. Ready-To-Eat Vendors:
  - i. 8 returning RE vendors were Approved
  - ii. Durango Roasters--**Tabled** pending query about where their product is roasted. Melanie will ask all coffee vendors where their coffee is sourced and roasted.
  - iii. New RE vendors:
    1. Mountain Taco—Approved
    2. Sutcliffe Vineyards—**Tabled** pending research into alcohol sales within city limits and sales and sampling at DFM site
    3. The Living Tree—Denied
    4. All Season's Farm (also Ag Vendor), Rocky Mountain Pie (also Artisan Vendor), Bear Dance Remedies (also Artisan Vendor)—Approved under other categories as cited
- g. Artisan Vendors:
  - i. All 14 returning vendors were Approved
  - ii. All 7 new artisan vendors were Approved
- h. Service Vendors:
  - i. Both returning service vendor were Approved.
  - ii. No new service vendors applied.

## 12. No reselling or brokering allowed at DFM.

- a. An email and announcement at the Spring meeting will be made to reinforce this rule with vendors

**13. Other Business.**

- a. Melanie mentioned that the city is downsizing their budget and is reaching out to businesses including DFM.
  - i. It's an opportunity to discuss DFM bathroom needs, advertising, and public space availability
  - ii. Durango expressed a need to speak with more people representing DFM in addition to Melanie and wants to give a 40 minute presentation
  - iii. Melanie, Tyler H., and Tyler VG will propose meeting with the city on Monday, March 21<sup>st</sup> in the morning
- b. Trevor Lytle from Animas Museum contacted Melanie about the possibility of having a farmers' market at that location
  - i. Melanie will forward his info to interested vendors

**14. Spring Meeting.**

- a. Scheduled for April 19<sup>th</sup> from 6-8pm
- b. Posters with sponsors need to be available at this meeting. Sponsors need to be secured ASAP.
- c. 15 days necessary for notice for bylaw changes
  - i. Changes to the bylaws need to be submitted by March 23<sup>rd</sup>
  - ii. Sponsorship Program needs to be added to the bylaws
- d. Brooke from the Garden Project wants to speak at the Spring Meeting for 15 minutes or so
- e. Vendors will be emailed about the Spring Meeting in the next couple of days

This meeting was adjourned at 10:04 PM.

Respectfully submitted,

Pauline Pao, Secretary