

DURANGO FARMERS' MARKET

P.O. Box 3761—Durango, CO 81302

Spring Membership Meeting

Thursday, April 19, 2018--6:00 PM

La Plata County Fairgrounds—Animas Room

Minutes:

1. **Call to order** by President, Tyler Hoyt at 6:00 PM. ~22 Vendors present.
 - a. Introduction of Market Manger, Melanie Gonzales and Music Manger, Tom Little
 - b. Introduction of attendees.

2. **The minutes** of October 24, 2017 Fall Membership Meeting were approved as written.

3. **Officer and Staff Reports:**

President's Report:

- a. Tyler expects the Health Department to make its appearance at market this season. It's up to vendors to be in compliance with all Health Department rules. There are many online resources available (CO Farmers' Market Association, County Extension, etc.) to aid vendors in compliance
- b. No brokering/reselling of any item at market. The Board may conduct farm visits this season.
- c. Durango Herald wants to include farmers' market recipes...Melanie will explain later
- d. Social media—DFM wants more of a presence on Facebook this season to get more customers to the market especially a younger crowd. May pay for boosting posts
- e. DUFEB contracts—all vendors selling fresh fruits and vegetables need to sign the 2018 DUFEB contract. Melanie explained that the DUFEB program doubles SNAP dollars 1:1 up to \$20

Treasurer's Report: Treasurer, Max Fields not present yet so Bookkeeper, Lynndee Beller conducted this portion.

- a. Lynndee asked the membership if there were any questions about the Budget—No questions.
- b. Savings Account—No money has been placed into savings for 3 years. Currently there is \$18,000 in checking. Lynndee suggests \$10,000 should go into some interest bearing account and \$8,000 should stay in checking to cover the 2018 ~\$3,300 deficit and other expenses. Members agreed this was a good idea.
- c. Discussion revolved around donations from customers at market. \$25 Friends of the Market option was mentioned and a Tip Jar at the information booth was suggested.
- d. EBT Terminal—DFM has a new terminal to process SNAP, Debit, and Credit. The new rental agreement with FIS costs \$30/month for 3 years. The terminal is under warranty for the 3 year period. If DFM purchased the terminal for ~\$1,000, the warranty is only good for 1 year. DFM is now PCI compliant which means our terminal processing fees will be lower than in years past

- e. Proposed Charge for use of Credit/Debit—there are fees DFM pays in order to process cards swiped on EBT terminal. To offset these charges, does DFM want to impose a service charge for use of terminal by credit/debit customers? After discussion, members voted to keep things as they are--**NO to charging a service fee** and DFM covers the card processing fees. Lynndee suggested marking up merchandise a bit more to offset these fees. Donation box/Tip Jar was also mentioned as a way to offset fees.
- f. Before the Budget was approved, Dave Banga asked if there were any significant changes to the budget over \$300. Lynndee and Max mentioned \$500 added to Educational Opportunities for Manger, \$310 more for tote bags, \$400 more to print marketing based on last year's actuals, and more for insurance and workman's comp due to more employees. **Members APPROVED 2018 Budget.**

Market Manger's Report:

- a. Melanie expressed thanks for being accepted to be part of DFM as manager and gave membership her background information. She trained with Cody starting in February and official began as manager March 1st.
- b. Melanie attended the Colorado Farmers' Market Association meeting in Montrose in March and has been to trainings with Wendy Rice and others regarding food rules
- c. Sponsorship Program update later
- d. 63 vendors at market this season
- e. Transit Center—bathrooms now open 7:30 am – 12:30 pm. Even though we are paying for restroom use, we should continue to keep our relationship positive by helping to keep the space clean. The Transit Center will display a 'thank you' banner to DFM and feature DFM in its brochures.
- f. First National Bank update later.
- g. Focus to increase customers—Melanie will make efforts to increase SNAP customers, reach out to Fort Lewis students, and seniors
- h. Posters with new sponsors are ready for dissemination. Melanie will cover spots in Durango
- i. Advertising—Print ads in Colorado Country Life Magazine, EPIC Magazine, KSUT traded underwriting for \$350 in Market Bucks for listeners, Tom will meet with Rachel at KDUR. Tom will head radio advertising and underwriting.
- j. Welcome Center window—Melanie secured the Welcome Center window display for November. Any ideas for the display are welcomed.
- k. Non Profit Status—DFM is considered a state of CO nonprofit but not a federally recognized nonprofit which excludes DFM from many easy funding opportunities. Melanie will look into the federal nonprofit status procedures and report to membership in the fall.

Music Manager's Report:

- a. Tom Little introduced himself and looks forward to being DFM's Music Manger
- b. Radio Ads—1/3 of budget spent on KSUT. AGM is ready for DFM to record 30 second ads. Tom encourages vendor participation and recordings could take place in Cortez or Farmington also. Durango TV would like to do a piece on DFM even though their costs would be outside DFM's budget.
- c. Music at market—Lots of enthusiasm from musicians. 4 months of entertainment have been secured. 90% are from last year and there is only 1 repeat act this season.

4. **New Business.**

- a. The Garden Project—Brooke Frazier, Manna Garden Coordinator
 - i. Brooke reported DFM produce donations to Manna Market (Wednesday free produce stand) and Manna Soup Kitchen exceeded 5,000 lbs. When vendors donate, their farm name is placed on the chalk board at the entrance so people will know who supplied their food. Manna also distributes donations to other organizations such as Roberta Shirley Pop-Up Market (preschool location that provides free produce), Grub Hub at FLC, shelters, and the food bank.
 - ii. Promotion of SNP and DUFB to their clients to increase use at DFM
 - iii. New Manger, Ann Morris introduced. She wants to touch more of the low income and elderly population by choosing a different group and providing a meal such as at a Senior Center
 - iv. Jason expressed thanks for DFM vendor support. 18 new half-moon beds on hillside at Manna (1100 Avenida del Sol) for clients to grow their own food and put back into Manna Market
 - v. Brooke also mentioned that they can provide help to glean fields and would ultimately like to pay for 'seconds' but not this year.
 - vi. Anyone can come to Wednesday dinners at Manna. Donations are accepted

- b. DFM New Venue:
 - i. Tyler H. reported on the sale of First National Bank to new owners from Texas. He stressed that the current management is pro-community and DFM but unsure about new owners. Melanie mentioned that the site is secure for this season.
 - ii. DFM has been at this current site for over a decade. Past venue discussions have included city parks (would be difficult due to high activity on Saturdays), Schneider Park, Chapman Hill. Other suggestions were Pioneer Park (an organic park), Santa Rita Park
 - iii. Many vendors expressed liking the current venue until DFM has to leave. Linley (Adobe House Farm) hates the site—too hot, doesn't like turning away local businesses due to space constraints, a larger venue would be great, most customers are locals—we don't have to cater to the downtown tourist spot. Luna (Vital Beauty Gardening) mentioned how it would be nice to be in a 'destination spot'. Other discourse included the importance of bathroom facilities at a new location and keeping in mind the presence of other local markets such as the Three Spring FM and the Animas City FM.
 - iv. Vendors opinions were about split as staying at First National Bank or finding a new venue
 - v. Tyler H. said the Board would research new locations

- c. DFM Expansion:
 - i. First National Bank has given DFM approval to extend beyond the brick wall where ATM machine used to be, allowing about 5 more vendor spaces. Melanie mentioned vendors could be placed on the eastern side to take advantage of the shade. This would allow DFM more space to Artisans, who are limited in their appearances at market due to space restrictions and volume of Artisans as well as to Ag Vendors who want to expand their booths. Currently 3 Artisan vendors are allowed per market with unused Ag Vendor spaces on any week also offered to Artisans

- ii. Member discussion included: PRO--Artisan vendor could be consolidated in the new area with Ag vendors staying in the 2 current aisles, expansion could accommodate many more Artisan vendors, Artisans enhance DFM, could have Artisan focused market every 3rd Saturday, Ag vendors could expand their booth size, Artisan vendors do provide 'local' products that tourists can take home with them; growth would encourage inclusivity to many different circles of the Durango community; CON—currently the 2 aisles benefit everyone in that vendors stay close together, DFM is never too full, caution straying from the model of DFM being a FARMERS market
 - iii. Show of hands in support of expanding to the other side of the wall—**majority YES**
- d. Sutcliffe Vineyards—Should DFM allow this vendor?:
- i. Representative from Sutcliffe reported findings from the state as well as Palisade FM (who currently has a wine vendor) on selling and tasting wine at a farmers' market. They would need to 'control the premises'—meaning no one under 21 allowed, no open bottles, tastings at booth only, purchases of unopened bottles only, and that a physical barrier around the booth is not required by the state. She stated that a barrier makes the experience less inviting and that they would use folding tables to establish a perimeter. There would be a 4 limit tasting per person, each tasting being 1 oz.
 - ii. Discussion included: PRO—sale of wine would enhance and benefit DFM, addition of another character at market, it is a local product from McElmo Canyon, local wine is a viable part of the community and could expand the growth of the market; CON—the family aspect of the market would be compromised if alcohol were introduced, the homeless population does come to market and mostly they are respectful with some exceptions...could this create a problem?, would tasting hinder vegetable purchasing? More discussion--Would there need to be tasting is there was no other wine vendor? Would it "work" without the tastings? (Sutcliffe: Less effective without tasting), Could Sutcliffe recycle bottles and refill at market lending a sustainable aspect? (Sutcliffe— a common practice in Europe that they are not currently offering but would like to head in that direction). Do people really want to taste wine at 8 in the morning? Could DFM 'trial run' Sutcliffe as a vendor? Does this open a can of worms to other questionable agricultural products like beer or cannabis?
 - iii. Tyler H. suggested a trial period of 6 weeks for Sutcliffe Vineyards with observations and input from vendors afterwards for extension or full approval—**majority APPROVED**
- e. Review and Approval of Rules & Regs & Bylaws Changes: Kay James motioned for approval of all changes, seconded, all **APPROVED**
- f. Review and Approval of 2018 Budget: Michael Schwebach motioned for approval, seconded, all **APPROVED**
- g. Sponsorship Update:
- i. Melanie, Cody, and Emily met to revamp the DFM Sponsorship Program with levels at \$2000, \$1000, \$500, and \$250. These are limited opportunities due to limited booth space.
 - ii. 2017 brought 2 big sponsors at the \$2000 level each. One did not renew for the 2018 season.

- iii. DFM welcomes 6 new sponsors in 2018—Renewal by Anderson (\$2000), Fort Lewis College (\$1000; 10 appearances at market); Handcrafted House (\$500), Wells Group (\$500, Music booth), Southwest Farm Fresh Cooperative, Environmental Carpet and Upholstering Company, Tailwind Nutrition, and Flatrock Solar (\$250 each).
- iv. Bathroom costs are covered (\$4500) with \$250 extra
- v. Melanie suggests for members to think about other sponsors for next year...who would you like to see at market? By doing so, there may be less effort to secure sponsors next year.
- vi. Emily commended Melanie for revamping the program and making it shine

5. Other Announcements.

- a. Bayfield Farmers' Market on Thursday nights 4:30-7pm at Stevenson Park. Cost to vendors \$10/market. A fun time with live music and food trucks. See Emily for questions or more information.
- b. Dandelion Festival May 5th at Rotary Park. Focus on land stewardship. See Katrina or Cody R. for more information.
- c. Melanie mentioned other farmers' market opportunities—North Main Farmers' Market with Trevor Lytle, Three Springs Farmers' market starting at the end of June, possible Smiley Building farmers' market, Tractor Supply Company has a market starting May 12th, 8am-noon. A vendor mentioned that 11th Street Station wants to have a farmers' market at that location.
- d. Melanie-- Pagosa Extension is offering an 18 hour course for female farmers focusing on budgeting and marketing
- e. Melanie—Christy Dice from Colorado Department of Agriculture is willing to come from Denver to do an hour presentation in the fall on the Food Safety Modernization Act (FSMA). This brought up discussion about the 'lettuce issue'. If it's washed and ready to eat, it is a Health Department issue. Basically, do not wash your lettuce and it's ok—use signs to instruct customers to wash their produce with stickers directly on the product saying so being most effective
- f. Melanie—Beth LaShell is in the second year of a 2 year grant for value added products
- g. Melanie—the Food Editor at the Herald is her stepson and wants to print recipes and bios of farmers at market. If vendors know a specific product is coming to market, notify her by the Wednesday before the Saturday it will be at market along with a recipe featuring that product. You and it will be featured in the Herald.
- h. Melanie—a woman wants to work on a farm in exchange for boarding; see Melanie
- i. Melanie—workshop at the Old Fort: Saturday, May 5th; 9am-4pm; focus on cultivation techniques
- j. Melanie—Market Information
 - i. Handout sheet with contact info for managers and board, vendor display strategies, info on food bucks, SNAP, and DUFB
 - ii. Look out for counterfeit bills
 - iii. If you need a new Vendor ID card, indicate on the sign in sheet as well as your start date

Having discussed all business, Tyler Hoyt adjourned this meeting at 7:55 pm

Respectfully submitted,

Pauline Pao, Secretary