

DURANGO FARMERS MARKET
BOARD MEETING MINUTES
April 09, 2013 – Durango Public Library

The meeting was called to order by President Michael Schwebach at 6:00 PM with the following members present: Dave Banga, Roger Cole, Marsha Franklin, and Kay James. Market Manager, Carolyn Blehm and bookkeeper, Meme Eberspacher, were also in attendance.

The minutes of the March 11 Board Meeting and the organizational Board Meeting on March 28 were approved as posted on the website and stated at this meeting. Roger moved and Dave second. Motion approved.

- 1. Financial Report:** Meme reviewed the 2013 to date profit & loss statement, balance sheet, and budget with the Board. In general, our season startup expenses are temporarily overtaking the income from booth fees, but will soon catch up. Copy attached. Marsha moved to approve the financial statements, Kay second. Motion approved. The suggestion was made that next year we consider requiring a deposit with each booth application as a way to have season startup funding.

- 2. Advertising:** Where do we spend the money we have?
 - a. Newspapers:** We will do a season start up ad in the Durango Herald on the Sunday before May 11 and two startup ads in the Telegraph. We will determine the number of Holiday Market ads, later.
 - b. KDUR booth trade:** KDUR radio advertisement spots trade for booth space should be increased to reflect the rise in booth fees to \$360-\$60.00 more radio time. Carolyn will communicate this to KDUR. She also will be sure we get on free community news announcement with all the radio stations.
 - c. Street banner purchase:** Michael recommended that we have only one banner (30" by 5') made to be hung by the City on one of the light poles at the entrance to the First National Bank parking lot. It was "recommended" by Bob Kunkel of the City that we use Fast Signs to make the banner at a cost of \$350.00. It would be in place all season. Michael will follow through on this.
 - d. Edible magazine ad:** We need to respond to the letter from Rick Scibelli, the editor of the Edible Magazine, decrying our decision to discontinue advertising in his magazine because of our financial situation. Carolyn informed the Board that in 2012 Edible Magazine agreed to trade advertising for a season booth at the market, but never showed up to man the booth we put up for them. Then we received a bill for our ad in the magazine and it was paid. Apparently communication broke down on their end and our Board was not aware of the agreement. Carolyn will draft a letter to Rick explaining last year's debacle and send it to the Board for approval.
 - e. Other advertising ideas:** Marsha recommended advertising in the Arts Perspective Magazine when we have the funds to do so. Roger suggested advertising on the exterior of the Durango city trollies. Carolyn will look into the cost of this. Michael suggested we advertise in the 15 second videos that play at City Recreation Center and the Chapman Hill skating rink, this would cost \$75.00/month.

3. **Trailer storage:** Carolyn was asked to meet with the owner of Priority Rental in person about keeping the Market trailer in their parking area adjacent to the First National Bank. She has not been successful getting a commitment from him in phone conversations. Roger Cole suggested we contact the railroad about parking it in their parking area-Carolyn will look into this if Priority does not work out. Meme graciously offered to let us park it in her personal drive way until we find something.
4. **Vendor applications:**
 - a. Carolyn and Meme have a new format for the vendor application of 2014 and will email to Board for approval.
 - b. Rodger moved and Dave seconded, that we change the Rules and Regulations to establish the "no show" day from Friday to Wednesday at 5:00 PM. The Market Manager would need to be informed by this deadline that a vender would not be attending the week's market as expected or a \$40.00 fine would be charged (emergencies would be Board approved). Motion approved. Carolyn will change the Rules and Regulations to reflect this and inform the membership before season opening.
 - c. In order to get more agricultural vendors, Dave suggested we ask Darin Parmenter to solicit vendors for us through his extensive email list. Carolyn will contact Darin about this.
 - d. It was agreed that we will not expand the number of ready to eat food vendors for the shoulder seasons, but will fill vacant spots with the part-time food vendors who have made application. Carolyn will communicate this to the part-time food vendors so they know where they stand.
5. **Website:** The Board agreed that the website needs to be updated, have links to vendors, and get more creative. Michael will see if his son could help us get this done.
6. **Facebook:** It was agreed that we should ask all vendors to use their Facebook and email sites to promote the opening of the Market. Carolyn will mention this in her next email to the vendors.
7. **What needs to be done before market opening?:** Meme and Carolyn are communicating on pre-opening organizational details (map of booths, no-shows, etc.) and will work together to cover the recording and transfer of funds and information on booth fees, Market Bucks, and food stamps. Carolyn reported feeling much more confident about the Market opening this year.
8. The meeting was adjourned at 7:50 PM because the library was closing. It was decided we would try to meet at the Extension building in the future to avoid this.

Respectfully Submitted,
Kay James, Secretary