

**DURANGO FARMERS MARKET
BOARD MEETING MINUTES**

April 24, 2013 – La Plata County Fairgrounds Florida Room Extension Building

President Michael Schwebach called the meeting to order at 5:05 with Roger Cole, Dave Banga, Kay James, Board Members, and Carolyn Blehm, Market Manager, in attendance.

Following is the order of business:

- 1. Applications:** Carolyn reported a few more inquiries by food vendors asking if they had to pay a late fee to apply, with the chance they would not be given the opportunity to participate. The Board asked Carolyn to ask the regular food vendors if they plan to attend in the shoulder seasons, so she could give the others a better idea of when and if they might participate. History shows that the regular food vendors do not always attend in shoulder seasons. Carolyn reported that we have 33 applications from agricultural vendors so far.

- 2. Vendor Information Cards:** An email was sent out, requesting the needed information from new vendors to prepare information cards for them. Carolyn will call them if she does not hear from them. She would like to use plain colored paper and background for the cards. Meme has volunteered her plasticizer to finish them.

- 3. Late Fees:** After discussion, Dave moved and Roger seconded, that crafts, food, and valued- added vendor applications will be vetted and considered for booth space on a first come, first served basis. After the application deadline of March 1, their applications must be accompanied by a non-refundable late fee (\$25.00). Motion passed.

- 4. Market Manager Report:**
 - a.** Advertising: The design of the banner to be hung on a light post at the entry to the First National Bank parking lot was approved by the Board, and ordered at a cost of \$350.68. Bob Kunkle will pick up the sign at Fast Signs when finished and have it hung by the City free of charge the week before Market begins.
 - b.** After discussion of digital advertising opportunities at the City Recreation Center/Chapman Hill and the Welcome Center the motion was made by Rodger, second by Dave, to contract for six months at the Recreation/Chapman Hill sites (Carolyn to try to get them to give us seven months, or break the time up to cover the shoulder seasons) at a cost of \$540.00 plus the creation fee of \$75.00, totaling \$615.00. Motion passed. This action will give us PowerPoint type revolving ads on three monitors (two at Rec Center, one at Chapman) that can be changed or updated anytime, free of charge.
 - c.** The Board approved of Market opening ads with The Telegraph, as previously outlined (5/2 & 5/9 are in place at cost of \$45.00 each) but not to advertise with The Durango Herald at all, at this time, because of the excessive expense. The Welcome Center window display opportunity was put on hold for consideration in 2014, as we do not have time to create an excellent display for this season. Carolyn will check

with Fast Signs about their offer to let us use the brochure rack at the Welcome Center, and the cost of rack card design and printing for this year.

- d. KDUR and DFM have a \$360.00 underwriting trade agreement in exchange for booth space for the 2013 season. Radio ads begin on May 4th to promote opening day. Ad will run as follows:

- May 4th and 6th once per day
- May 8th and 10th twice per day
- May 22th once at 7:30 AM
- Then once weekly in height of season until mid-September
- Mid-September and October, twice per week

5. **Music:** Stephen Sellers has agreed to arrange for musicians and do set up for July, August, and September months for \$100.00/week. The Board requested Carolyn ask if he will do the last week in June and skip the last two weeks in September. She has the first two markets covered with acoustic volunteers so far. Stephen is sending her his contact list to get the rest of May and June covered. Michael reminded her that Chuck Berry wants to help get volunteers, also, and to contact him.
6. **Website and Facebook:** Carolyn reported that access problems to the website have been fixed through Brainstorm and that all meeting minutes, applications, rule & regulations, and By-laws have been updated. Michael reported that his son checked out the site and thought it pretty good. He suggested that we set up links to vendor web sites for all who have them, and emails for those who don't. He also suggested greater use of Facebook, and that we should update it no less than twice per week. Michael feels the web site should be primarily for DMF business information for members and public education. Discussion ensued about use of Facebook for current announcements with a link to the website, and putting our Facebook link more prominently on the web site. Carolyn said she would do her best to keep Facebook updated twice per week during the season.
7. **Trailer:**
- a. Carolyn went in to see Chip, owner of Priority Rental, in person and he was on vacation, so left a message on his cell phone (769-1974) and his answer was he would let her know by April 27th if we can park the trailer in his lot--if he doesn't contact her, then it is a "no" answer. Michael will visit him in person this week to get a clear answer from him.
- b. Registration of trailer in Durango Farmers Market name: Carolyn will re-register the trailer in DFM name at a cost of \$60.27. Also needs a duplicate title at the same time. Chuck Barry and Mike Jensen are checking on old insurance information they might have, if not found, we will need to insure it with a new company. Rodger suggested State Farm Insurance.
8. **Market Hours:** Dave asked for discussion of the October market hours. Rodger moved, Dave seconded, that we change the October market hours from 9:00 to 1:00 PM to 9:00

to 12:00 PM. The reason being that the last hour is consistently poorly attended, because people are used to it being over at 12:00 PM. Motion passed.

9. Discussion was held about limiting the time for discussion of agenda items at the membership meetings, since there is much repetition. Michael said he will endeavor to monitor the discussions closely during the meeting, and maybe suggest to those in attendance that there is a time limit for discussion for each item, and each speaker. However, it was recognized that this needs to be done diplomatically to preserve the openness of the atmosphere at our meetings.
10. Michael asked if Carolyn had written the letter of clarification to Richard Scibelli, at Edible Magazine as requested. She said she had not but would do so before she leaves for her vacation on April 26th, sending it to the Board for their approval. It was pointed out that we could still advertise in the summer issue if we had the funds.
11. There being no further business the meeting was adjourned at the motion of Dave Banga.

Respectfully submitted,
Kay James, Secretary