

DURANGO FARMERS MARKET
BOARD MEETING MINUTES
October 08, 2013 – Meme Eberspacher's Home

2013 DFM Board Members Present:

Michael Schwebach, Marsha Franklin, David Banga, Roger Cole, Kay James

Also attending: Carolyn Blehm, Market Manager, and Meme Eberspacher, Bookkeeper

Michael Schwebach, President opened the meeting at 6:10 pm

The minutes of the April 24, 2013 Board Meeting were approved as read.

Officer Reports:

- a. President's Report - Michael felt the Market went well and that attendance was as good as in the past or better. This was the general feeling of the Board. The 9:00-12:00 market hours October hours worked well except for a few vendors who were setting up late. Carolyn was asked to send a reminder to vendors about having their vehicles out of the aisles by 8:30 and also that they can sell any time after 8:00 AM if customers ask.
- b. Treasurer/Bookkeeper's Report: Meme reported how smoothly all went this year. The financials were reviewed and certain items surfaced for evaluation like the Children's booth and market merchandise. Marsha made a motion to approve the report, second Kay, approved.
- c. Manager's report - Consensus was to wait until 2014 to choose new designs for Market merchandise and it was suggested that we ask crafts vendors to be on a committee to design and help purchase the new merchandise. Carolyn Blehm submitted her resignation as Market Manager at the end of her contract after the Holiday market this year. She felt like it was a better season and organization improved over 2012 and the Board agreed and thanked her and Meme for their work and cooperation.

New Business:

- a. Proposed budget for 2014: General discussion on advertising, merchandise purchase, etc. however, the budget would be best tackled after the first of the year when all the figures are in. The Market Analysis gave the Board an idea of the number of vendors at each market, per month, and the activity. Carolyn suggested that we put an ad in the Telegraph saying that the Market "is accepting applications for booth space" for 2014-also go to the agriculturalists in Cortez, Mancos, and Aztec. It was also suggested using the Thrifty Nickel as well as posters in feed and seed stores for vendors. Marsha will inquire about the possibility of wine being sold at the market.
- b. Trailer insurance and tire replacement-Trailer will be stored at the Cole Ranch for the winter. We will purchase two new tires for the trailer as they are bad. Meme will purchase the trailer from the Market for \$1.00 (ownership by proxy) and lease it back to the Market. It can be moved by any paid employee or Board member with an insured vehicle. Meme will send out a contract to the Board and we will vote on it after the next membership meeting.

It was recognized that Peg Redford's phone number needs to be removed from the signage on the trailer immediately. Carolyn will get quotes to get it removed.

Website and Facebook:

Meme has been updating the website and is very dissatisfied with it and would like to start over with a new program that is more user-friendly. She asked that we give her permission to rework it to make it a better tool for the Market. Marsha made motion to authorize Meme to change the web site host, Dave second. Motion passed.

Carolyn was able to update the Facebook once per week during the summer. She didn't feel we had a lot of traffic or a huge promotional item.

Winter Markets:

Maryann La Blanc is heading it up the Christmas Market. The fees will be: Regular vendors: \$40, New vendors: \$ 60.00 (have to have City license, insurance). Holiday Market times are, 10:00-3:00 PM, November market, 10:00-2:00 PM. Advertising will consist of \$120 for Telegraph, \$150.00 for design of poster by Jill Southworth (non-reoccurring art work cost), printing of poster \$150.00. It was agreed to recommend opening the Holiday market to all qualified crafters. Motion made by Dave to allocate \$420 for advertising, second by Rodger. Motion passed.

Music for 2014:

It was agreed that the music was good this year, and needs to be always there. Great job this year by Stephen Sellers managing the musicians.

Vendor Information Cards:

A criticism was received from an individual (who did not know we have information cards for all food vendors already in place), wanting all vendors to divulge their growing practices and GMO usage. He encouraged our making the Market totally organic and GMO free. Michael informed him of our policies in place and that we are trying to serve the whole community and provide a local market - not just organic.

Suggestions for keeping a full market:

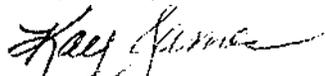
Need more food vendors. Board recommended that we break down the nine food vendors as follows: three beverage, two pastries, and four hot food. It was proposed the hot food people be required to have 25% local products. The above will be presented to the membership as a change to the Rules and Regulations.

Rules and Regulations Changes:

Only hot food vendor changes above. Remind everyone that we need to adhere to the regulation about weights on our tents at all times.

There being no further business the meeting was adjourned at 8:38 PM.

Respectfully submitted,



Kay James, Secretary