

DURANGO FARMERS MARKET
BOARD OF DIRECTORS MEETING - January 16, 2014
Eberspacher Residence

The meeting was called to order at 5:30 PM by Michael Schwebach, President, with Dave Banga, Rodger Cole, Kay James, and Marsha Franklin, board members present. Meme Eberspacher, bookkeeper, and Cody Reinheimer, Market Manager were also in attendance.

Agenda item #1: MaryAnne LeBlanc gave the Board a full report on the Christmas Holiday Market including the following: 107 posters were distributed; she felt the product was well worth the cost of a graphic artist, and was a draw to the market. She was happy with the participation of vendors in decorating. She felt the time slot was good—some vendors reported huge sales in the last hour, some with limited inventory had sold out. The highlights were the atmosphere, camaraderie among vendors, and the entertainment. MaryAnne sent thank you notes to the musicians, school choirs, and others and felt we fostered good will in the community by inviting them to perform. The market was well attended and customers happy. Improvements she recommends for next year: (1) have a contract with the caterer providing hot food for sale, (2) be sure those on the organizational committee will be workers and build on what we did this year, (3) start prompting vendors to plan and grow for the event—many ran out of product, and could be more creative (potted herbs, flowers, etc.), (4) a budget for decorating would help the starkness of the exhibit hall. She also felt there is limited space for vendors in the breeze way for the Thanksgiving market. The Board expressed their appreciation to MaryAnne for her hard work and dedication to the event and hope she will consider helping next year—after she decompresses from this year's successful Holiday Market.

The suggestions from the member survey were summarized and will be considered for next year. Generally, the location and time for the Thanksgiving market were positive and the Christmas market was a success.

Agenda item #2: The minutes of the January 07, 2014 board meeting were approved as read.

Agenda item #3: Officer Reports:

President's Report: Michael formally introduced Cody Reinheimer the market manager we hired at the January 7th board meeting, and reported that he, Meme, and Cody met informally last week to go over Cody's duties and reviewed the contract with him before he signed it. He wishes to be paid \$1,000.00 per month for nine months on the 15th of each month starting in April and ending in December.

Treasurer/Bookkeeper's Report: The financial statements and 2013 budget to actual reports were reviewed and a \$4,004.92 net income noted for 2013. The Board asked Meme to transfer the \$13,843.27 listed on the balance sheet as "First National Savings" out of the checking account into an actual savings account. Michael would like to see us invest this money for a better return at some point, but until then it will be separated in a separate saving account from the checking account funds.

Secretary's Report: Kay will check the web site to see that all available membership and board meeting minutes are posted, and that the by-laws and rules and regulations are updated.

Agenda item #4: New Business

Proposed budget for 2014: The proposed budget was reviewed by the group. Advertising, music, and merchandise (hats, T-shirts, totes only) will be increased over the 2013 budget. Cody shared many ideas he has to enliven and get value from budget amounts. The budget will be finalized and sent to board members before our next meeting.

Review of bookkeeper's contract: The bookkeeper will receive \$4,000.00 for 2014 contract.

Rules and regulations review: March 31, 2014 will be the deadline for applications for vendor spaces. All vendors are required to provide proof of insurance and a copy of their current business license to the market manager no later than one week prior to their first market attendance. Forty pounds will remain the standard for tent weights and Cody will be asked to question those vendors whose weights seem much less.

Suggestions for keeping a full market with crafts and food vendors: The Rules and Regulations were revised by the membership on this item at the October 2013 meeting. Kay will check that the decision was recorded in the R&R's.

Start and finish date for market season: The regular season will begin May 10 and go to October 25, 2014. The Thanksgiving market will be on November 22nd and the Christmas market will be on December 13, 2014.

Annual meeting date: The spring membership meeting will be April 17, 2014 at 6:00 PM at the La Plata County Fairground Extension Rooms.

Next board meeting date: April 8, 2014 at 6:00 pm the Board will convene at Eberspacher's residence for their next meeting to set the agenda for the membership meeting and other business.

Announcements: Meme reported that she has hired a new web host and will be converting to a new format soon. Cody will work with her to get the web site fresh and user friendly.

Adjournment:

There being no further business, the meeting was adjourned at 9:15 PM.

Respectfully Submitted:

Kay James, Secretary