

Durango Farmers Market Spring Meeting 2011  
March 29, 2011

Attendance: Martin Box, Peg George, Anna-Marija Helt, Adam Field, Jennifer Ulrich, Holly Napier, Radiance Beals, Jennifer Floyd, Rachel Gallien, Lila Hess, Heidi and Judy Rohwer, Dan James, Tom Cramer, Pete Reardon, Barry and Diana Owen, Diane and Michael Schwebach, Sarah Armstrong, Jodi Underwood, June Comparato, Mary Anne LeBlanc, Shannon Young, Kelly and Chuck Thompson, Sharon and Gary Milligin, Joe and Jennifer Wheeling, Luke Targos, Cindy Schroeder, Mel Matis, Darsi Olson, Steve VanBuskirk, Mike and Emily Jensen, Rosie Carter, Chuck Barry, Bobby Sutherland, Darrin Parmenter, Darcy Craig, Wendy Rice, Tim Wheeler, Linda Illsley, Linda Mannix, Sean Stewart.

1. Chuck introduced the Durango Farmers Market Board of Directors: Chuck Barry, Mike Jensen, Rusty Hall, Bobby Sutherland, Holly Napier. Steve Van Buskirk, the new Durango Farmers Market Director, was also introduced.
2. We went around the room and each person introduced themselves and the farm or business that they represent.
3. Wendy Rice from La Plata County Extension gave a food safety talk. She provided handouts to help limit food borne illnesses and encouraged everyone to pick them up and read them. She went over safe temperatures for keeping both cold and hot food, as well as guidelines to safe sampling, and how to sanitize your tables. Wendy reminded everyone that if they are selling value added or prepared food that they need to prepare the food in a commercial kitchen.
4. Darrin Parmenter from La Plata County Extension and Darcy Craig from Healthy Lifestyles La Plata told us about the annual Iron Horse Chef event. This would be the 4<sup>th</sup> annual Iron Horse Chef at the Durango Farmers Market. This year's two Iron Horse Chef events are scheduled for July 30 and August 20. Darrin explained that up until this year Healthy Lifestyles La Plata had paid for the majority of the cost of the event, however, this year they do not foresee having the same amount of funds available. Darrin asked the membership if they would consider giving \$1000 to the Iron Horse Chef instead of the \$500 amount that was given in the previous years from Durango Farmers Market. Darrin reminded the membership that most of the money we give from Durango Farmers Market goes straight back to the vendors when they buy the featured meat and the chefs buy the ingredients to cook. Chuck asked the membership what they thought We then took a verbal vote and it was decided to give the Iron Horse Chef \$1000.
5. Chuck went over some changes to the DFM Rules and Regulations.
  - a. Value Added and Ready to Eat vendors are now given preference by how much local ingredients they use.

- b. Addition of option for a ½ space (5x10)
- c. Ag vendors are allowed to sell 30% value added or ready to eat. If they go over this percentage they need to apply for another category.
- d. New insurance requirements are that each vendor has general liability insurance.

Chuck reminded the membership that the insurance requirement had been on the DFM Rules & Regs for the last year.

Discussion that followed included: the question of how much liability each vendor should buy. Rosie Carter said that it is your business, so it's each vendor's choice. Linda Mannix asked if First National Bank is written on DFM's insurance policy. Dan James answered yes; both First National Bank and La Plata County Fairgrounds are written on DFM's insurance policy.

It was asked if anyone knew of any insurance companies to start with to get general liability insurance. Chuck recommended starting with the Farmers Market Coalition, as well as Rocky Mountain Farmers Union and Farm Bureau.

Tom Cramer brought up using farmers market money to help pay for the start up costs and insurance for new vendors.

#### 6. Treasurer's Report

- a. Mike Jensen reported that we are not doing anything differently this year regarding booth cost and advertising budget.
- b. This year the market ran at a loss of \$1035.00.
- c. Complete budget reports were handed out.

Peter Reardon asked about Durango Farmers Markets on Wednesdays and Chuck said no.

#### 7. Advertising Committee Report-Linda Mannix and Tim Wheeler

- a. Linda reported that Tim had the idea of using Buztown.com for advertising the market. It is a local social media/directory that can be managed by yourself or hire someone to do it.
- b. Linda also reported on other marketing ideas including:
  - One special event per week, possibly featuring a different farm each week.
  - Inviting guest chefs.
  - Compiling one huge email list of customers to send out weekly info, specials and events.
  - Radio spots
  - Smaller, more consistent ads in the Herald and Telegraph

Marketing suggestions from the membership included coupons in the Herald, a bank of recipes available for the customers, a DFM cookbook, DFM bumper

stickers, stickers, U Tube cooking demos, and featuring each different farm weekly in our advertisements.

Linda Illsley announced to everyone that she will no longer be known as a Mexican restaurant, but now as a “local food restaurant”. She offered to give discounts to customers at her restaurant that buy from the farmers at farmers market.

Tim asked who he and Linda (the marketing committee) needed to present marketing ideas to for approval. Chuck answered that they should present to him and he would take it to the board.

The question was asked how often the newspaper ads were put in the Herald last year. Dan James answered once a week.

Linda asked if market was ok on banners and posters. The answer was yes, we do not need to print anymore.

- c. Dave Banga gave a report on the potential of Durango Farmers Market offering its’ vendors microloans. Dave reported that the Santa Fe Farmers Market uses a credit union to do its’ lending. They have a requirement that the vendors be with the market for a certain number of years. They do not ask for collateral, so if the vendor defaults on the loan the consequence is that the credit union gives them a bad credit report. Instead of the Santa Fe Farmers Market putting out the money for the microloans, they put out a call for donations and received all the money from donors. They then put the money in a CD so that it would also make money.

Linda Illsley reminded us that Durango Natural Foods is thinking about offering microloans to farmers as well.

Dan James reminded us that Santa Fe has a very strong email list of customers to support their market and at the very least we should have a clipboard to sign-up for friends of the market at the market booth. Steve said he would take care of it.

Tim Wheeler added that the customer email list is very important.

Carol Clark said that we could possibly apply for a grant from the Southwest Community Foundation to help come up with the microloan funds. It is too late for this year, but maybe next year.

Tim Wheeler said that he thought we should use a loan institution for the micro lending like Santa Fe does.

## 8. Market footprint

- a. The business, 360 Durango, will be running the recycling station at the market this year. They were given permission to display their logo.
- b. Chuck and Steve reported that this year's number of vendors looks ok to fit at the bank. We will be full in mid-season, and on a few weeks if everyone shows up, we won't have enough space, but will make due.

Dan James asked us not to spend any time looking at other venues until we have to.

Tom Cramer asked how we fill the vacancies on the shoulder weeks. Steve said that he had invited an extra 3 arts and crafts vendors. The members discussed adding as many arts and crafts vendors until all the spaces were full. Rosie reminded us that the DFM Bylaws have already answered this question and only 3 arts and crafts booths are allowed per market.

- c. Chuck discussed the "other" category for vendors. Right now it includes massage and sharpening. There is a possibility that coffee vendors might be put into the "other" category to make room for more "ready to eat" vendors.
9. Carol Clark came to talk to everyone about the Wednesday night "Evenings on 8<sup>th</sup>". Since Carol helped start the original Durango Farmers Market she gave us a quick history lesson on the places the market had been held and the thinking behind having limited arts and crafts spaces.

"Evenings on 8<sup>th</sup>" is modeled after the weekday market in San Luis Obispo. They have live music, beer and wine, ready to eat food, arts and ag booths. The booths are limited to 14 spaces unless they move the venue to Buckley Park. They are now taking applications for the booths. For more information contact Carol at: [carol@ecologicalevents.com](mailto:carol@ecologicalevents.com) or [info@eveningsoneighth.com](mailto:info@eveningsoneighth.com).

10. Katrina Blair reported to the group about ecobags.com. They offer a cotton bag for produce and could put our logo on them. Starting price would be \$1.35 per bag for 1000. The price goes down per bag for larger quantities.

Peter Reardon added that they are a great company to work with.

Linda Mannix recommended that instead of selling aprons, t-shirts and tote bags; we sell the ecobags instead. The group liked the idea.

Peg George suggested that the farmers follow the lead of the Santa Fe Farmers Market and try not using plastic bags for one Saturday a month or at least one Saturday a season. Peter Reardon disagreed for health reasons.