

**DURANGO FARMERS MARKET**  
**GENERAL MEMBERSHIP MEETING MINUTES - April 10, 2012**

Board Members in Attendance: Chuck Barry, President; Mike Jensen, Treasurer; Holly Napier, Secretary; Michael Schweback, Member at Large

Members in Attendance: Judy and Heidi Rohwer, Darsi Olson, Roger Cole, Shannnon Young, Katie O'Hara Barrett, Sean Kearney, Sean Stewart, Marsha Franklin, MaryAnne LeBlanc, Linley Dixon, Chuck and Kelly Thompson, Barry and Diane Owen, Miles Gallagher, Brooke Frazer, Jenn Wheeling, Caitlin Dent, Matt Brewer, Alice Outwater, Anna Fisher, Dan James, Marge Crystal, Diane Schweback (unfortunately, the attendance sign-in sheet never got handed to the back half of the room).

1. Introduction of new Market Manager - Carolyn Blehm
2. Introduction of members
3. Treasurer's Report
4. Iron Horse Chef: Chuck asked the membership if they agreed that Iron Horse Chef event brought in more business. The membership agreed.
5. Cooking Demos: Chuck asked the membership is they wanted to continue with cooking demos. There were no comments.
6. Advertising: Dan James asked for the annual budget. Chuck said that we were providing a Profit and Loss this year. MaryAnn said that we should double the Herald ads. The membership asked about radio advertising. We will be doing some work with KSUT. Tim asked what would happen if we didn't spend advertising money. Would people show up?

Chuck talked about us not knowing exactly where the best place to advertise, because it is difficult to track. The customer survey a few years back said that number one way to know about market was: word of mouth and number two was drive bys.

Tim suggested that we should do another vendor and customer survey. Linda Illsley reported that she had a meeting with the Durango Board of Tourism and Local First. They are interested in working with us. As a member of Local First Linda can offer specials at her restaurant that benefit market. Tim suggested that we join Local First and be part of the coupon book.

Katrina said that often when she drives into a new town she sees a permanent banner that advertises farmers markets. We should have one.

Tim suggested that we get in touch with the Downtown Welcome Center and the Business Improvement District as well as Bob Kunkel.

Chuck suggested that we form a marketing committee headed by Carolyn.

Volunteers for the marketing committee were Marsha Franklin, MaryAnn LeBlanc and Linda Mannix.

7. Requests for changing booth spaces: Carolyn asked the membership to please email her with requests of changing booth spaces and she would do best she could to accommodate.

It was suggested that vendors should start sharing booth spaces. Chuck said he wasn't sure how that would work out.

8. Application Deadline: Marge asked if we had closed accepting applications. Chuck said that we had just accepted another ag vendor this week. It was asked why the board was accepting late applications and Carolyn said because half of this room wouldn't have been accepted.

Dan James made a motion to impose a minimum late fee of \$25 for any late application next year. Chuck seconded the motion. The motion was passed by a unanimous verbal vote.

9. First National Bank spraying and fertilizing grass: Darci asked the membership if we knew who sprayed the chemicals on the lawn at the bank and could we get them to adjust their spray schedule as far away from Saturday as possible. Holly will contact both J&J Landscaping and Scotts Lawn Care to see what they can do to help us out.
10. New head of music: It was asked who would be in charge of music this year. Chuck told us Steven Sellers.
11. Children's Booth: Marge asked if we were having a children's booth. Chuck said probably not. Jennifer and Carolyn both thought that talking to the Discovery Museum would be a good idea. They will follow up.
12. Trailer: Hopefully we can park the trailer at Priority Rental. Tim suggested the Transit Center.
13. Rule and Regulations Changes: Marge asked if the board had made any Rules and Regs changes. Chuck said no. In regards to farms applying from housing developments or community farms the board has the discretion to say no.
14. Trash Cans: Linda Mannix reminded everyone to bring their own trash cans.
15. Durango Farmers Market Merchandise: We made \$750 last year on merchandise sales. We don't plan on buying any more product right now.
16. Rebranding the DFM Logo: Rebranding or changing the DFM logo won't happen this year, maybe next, maybe not at all. There were members that said they liked our tractor logo.
17. Board Seat: Chuck said that one DFM Board seat needs to be filled. Tim reminded us only ag vendors are eligible to run. Diane Schwebach nominated Roger Cole and he accepted the nomination. Roger Cole was unanimously voted onto the board by a verbal vote.
18. Serious Delights Bakery announced that they are looking for 30-40 dozen local eggs a week. Dan James asked if they had to be licensed and she said probably.
19. Chuck announced that Carol Clark is still doing Evenings on 8th and interested in ag vendors participating.
20. DFM Posters: Mike showed the membership the new posters. He encouraged the members to pick them up and display them. He also told us that bumper stickers were on the way.
21. Opening Market: Chuck announced first market is May 12th. Carolyn reminded everyone that they could pay for booth fees and/or turn in insurance papers tonight.

Meeting adjourned 7:00pm.