

DURANGO FARMERS MARKET
GENERAL MEMBERSHIP FALL MEETING MINUTES
December 17, 2012 – La Plata County Fairgrounds

Chairman Chuck Berry called the meeting to order at 6:10 PM at the La Plata County Fairgrounds.

Members present: Chuck Berry, Mike Jensen, Darsi Olsen, Maije Cristol, Mary Anne LeBlanc, Tom Cramer, Jennifer Wheeling, Dave and Kay James, Katrina Blair, Linda Illsley, Diane and Michael Schwebach, Carolyn Blehm, Dan James, Radiance Beals.

Discussion about the 2012 market season, everyone thought the market went well, Carolyn did a good job with the vendors, no major problems.

Chuck talked about the shoulder seasons, discussion about letting more crafts vendors into the spring and fall markets, when ag vendors don't have produce for sale.

Discussion about a Wednesday deadline for ag vendors to let the manager know if they will be present, opening the spaces up to the crafts vendors to come if they want to set up with short notice. This would be limited to crafts vendors approved by the DFM. The membership agreed.

There was discussion for the October market hours be changed. It was agreed that in October 2013 the market would start at 9 AM and end at 1 PM.

The 2012 Holiday Market was discussed. The Thanksgiving market turnout was good. The Christmas Market turnout was not as good, with 20 vendors present and a light attendance. The bad weather might have had a negative impact on the market that day. The membership agreed to open the Christmas Market to quality craft vendors, in order to expand the market. The members would have priority over the other craft vendors, and charge the non-members \$50.00. The hours would be 10 AM to 2 PM.

Michael Schwebach talked about DFM banners that the city would hang on 8th street. It was agreed to move forward on purchasing and hanging two 30" X 60" banners on light poles on 8th street by the First National Bank building, cost to be approximately \$350.00 each. DFM logo, hours, dates and place will be on the banners. Also discussed was video advertising at the community recreational centers, with the cost to be \$75.00 a month. It was agreed that we would try to run the ads April through September. Linda will check into getting DFM more exposure at the new Durango Welcome Center. We agreed to work with her on that.

It was agreed that the board will write new language to change the by-laws so that one non-ag vendor could be elected to the board of directors. The member would not be eligible to be president of the DFM. The new language will be mailed or e-mailed to the members before the spring 2013 meeting. There was discussion about how to make friends of the DFM more active and get the community more involved. The board is open to suggestions.

The meeting adjourned at 7:15 PM.