

DURANGO FARMERS MARKET
GENERAL MEMBERSHIP MEETING MINUTES
October 15, 2013 - La Plata County Fairgrounds Extension Building

1. Call to Order by Michael Schwebach, President at 6:09 PM
2. Michael introduced the Market Board, Manager, Carolyn Blehm, and expressed regret that Meme Eberpsacher, the Markets bookkeeper was unable to attend. The attendees introduced themselves.
3. Minutes of the Spring General Membership meeting, March 28,2013 were read the motion was made to approve them by Diane Schwebach, seconded, and approved.
4. Officer and Staff Reports:
 - a. President's report: Michael asked that vendors understand the Rules and Regulations approved by the members are in place and must be enforced by the manager-she has no choice. He expressed gratitude for our great community of customers, the vendors, the First National Bank for their generosity, and to the Board members, Meme, and Carolyn for a job well done this year. We were able to keep expenses in line with the budget and he felt good about accomplishing that and having a good year as well.
 - b. Treasurer's Report: Review of financial statements and review of 2013 budget to actual: Roger Cole reviewed this report with the members, and all, in general felt that we have done well adhering to the budget this year. Tim Wheeler felt that the market was not as well attended, and that he was paying more for less. He suggested we use social media more than we are, network with other organizations that are trying to attract people to Durango, and not continue to cut advertising in the future. His suggestions will be considered by the Board when budgeting for 2014.
 - c. Market Manager Report: Carolyn reported her observation that we had a good year, and was grateful for everyone's patience and cooperation. Kay asked for ideas on where to advertise for a Market Manager. Darrin Parmenter volunteered to advertise for the opening, also Fort Lewis College, and Beth La Shelle were suggested. The Board wants to have the application ready and someone in place by February.
5. New Business:
 - a. Proposed Budget for 2014: Michael explained that since we will have a new Board after tonight and we don't have the yearend figures, the Board will put the budget together after the first of the year. More advertising, and more music were suggested for the new budget. Dave Banga suggested music and entertainment be advertised and make it more of an event, with more seating room for people to enjoy. Our vendor capacity is 52 and it was asked if we could put up benches and/or tables for people to sit at. Dave James suggested vendors bring benches (possibly with their name on it) to the market. Judy Rohr suggested we have children's bands play-drawing parents to the market. The Board will take all under advisement. It was suggested Meme be paid more. Michael said he has broached this with her and she thinks \$3000.00 per year would be more realistic for the time she is spending. She is receiving \$1500.00 for 2013. The need of how to get more agriculture vendors to boost income was discussed-again. Many good ideas surfaced and the Board will take them under advisement.

- b. Rules and Regulations Changes:** Michael presented the recommended change for "ready to eat" foods for the R & R (attached) allowing for more food vendors. Tim Wheeler expressed that the requirement to collect invoices proving local food purchases would be a burden to enforce. It was felt there is a need to define "ready to eat"—hot food, ice cream, etc. Linda Illsley said the same standard should be appropriate to all ready to eat foods & beverages. How are you going to determine 25% local products purchases on a yearly basis? Diane Schwebach, moved that all "ready to eat" be prepared by the vendor, using as many local ingredients as possible and be required to list the local ingredients each day for customers to read. The motion was seconded, and passed. The breakdown of numbers of "ready to eat" and "other" vendors will be worked on by the Board and shared by email to members for final approval before the spring membership meeting.
- c. **By-Laws Changes:** There were no suggestions for by-law changes.
- d. **Hiring of New Market Manager:** Covered above in Manager's report.
- e. **Attracting New Ag Vendors:** It was suggested the market needs more customers as well as vendors and might get included with the Welcome Wagon people for exposure to new residents. It was suggested we mentor as part of our incubator program by teaching new growers how to meet the public, sell, present products, etc. The question of why La Boca, Hartwood, Hesperus organizations were excluded from our market was discussed. The Board will research past minutes for the wording of the action that excluded local developments, non-profits, etc., from selling at the DFM because of the probability of underpricing the professional farmers.
- f. **Vendor Information Cards:** It was suggested that the vendor information cards are not big enough, or uniform enough for the public to read. It was the consensus that we do not need to change the present cards, but let the customer be responsible for informing themselves by reading them or talking to the vendors.
- g. **Election of Board Members:** Kay James and Rodger Cole both incumbents willing to serve a new two year term on the Board were nominated for the two open positions. Dinah Schwebach moved they be elected by acclamation, motion seconded and approved by the members attending.
- h. **Announcements:** Linda Illsley updated everyone on the state travel organization's interest in Durango, coming events, and the vendor booths for farmers at her restaurant.
6. There being no further business the meeting adjourned at 8:10 PM.

Respectfully Submitted by:

Kay James, Secretary