

DURANGO FARMERS MARKET
P.O. Box 3761, Durango, CO 81302

Holiday Market Application Review
Monday, November 14th, 9:00 AM
Via Zoom

Those Present: James Plate (President); Sheila Payne (Vice President, acting president); John Buck (Member at Large); Morgan Di Santo (Secretary); Jordan Meyers (Treasurer); Kate Nauman (Community Board Member); Melanie Gonzales (Market Manager).

1. Meeting called to order by Jordan at 9:05am.

2. Logistics
 - a. 77 potential vendors.
 - b. For Holiday Market we only have 48 spots (and 2 spots are only 5 feet).
 - c. 2 vendors want 20 feet.
 - d. Could potentially approve 46 spots.
 - e. We have 46 regular season vendors that have applied.
 - f. Prioritize food over artisans as it is a “farmer’s market”.

3. Ag Vendors
 - a. 13 regular season Ag vendors that would take up 14 spaces.
 - i. Jake's Farm and Fields to Plate both want 20 ft spaces.
 1. No future guarantee of 20 foot space but for this December market it is fine.
 - ii. Ag vendors:

Current Ag Vendors:	Miel del Sol, LLC or Bee-Orn Apiaries
Adobe House Farm	Sage Spring Farm
Botanical Companions	Turtle Lake Refuge
Bountiful Ridge Farm, LLC	La plata Lavender (incubator)
Breen Mesa Farm	
Fields to Plate Produce	New Ag Vendors:
Horvath Honey	Haycamp Farm
Humble Fungi	Vibrant Earth Seeds
Jakes Farm	

iii. **Board approves all Ag vendors.**

4. Food: Ready to Eat and Value Added Vendors

a. Current Vendors

- i. Ready to Eat: Cardinal Coffee; Lively Daikon; Earths Garden; Turtle Lake

1. **Board approves Cardinal Coffee; Lively Daikon; Earths Garden; Turtle Lake.**

- ii. Value Added: Farm to Summit; Heart Song Chocolate; Luv Box; Odd Bird Baking

1. Heart Song Chocolate wants to sell hot cocoa.

2. **Board approves Farm to Summit; Heart Song Chocolate; Luv Box; Odd Bird Baking**

b. New Vendors

- i. Two new Value Added food vendors: Diana Sprouted and Cow Camp Kettle Corn

1. Diana Sprouted used to vend during the regular season market; popular with the local community.

a. **Diana sprouted approved.**

2. Cow camp dont source local corn and purchases it from CONAGRA.

a. **Cow Camp approved with *no* vote from Sheila (4 yeses from the rest of board).**

5. Artisans Vendors

a. 29 spaces filled so far; 19 spaces left.

- i. Melanie also suggests we have 5 to 7 backups because we do have cancellations.

- ii. We have 4 more regular season artisan vendors than we currently have space for.

- iii. Melanie highlights vendor in orange that have only been with market for less than 2 years:

1. Belle and the Bear; Bird Dog Metalworks; Canyon Rugs; Chaleaux Designs; Desert Moon Jewelry; D Wolf Designs; Hannah Wilson Art; Sew Alpine; Stone Gypsy; Summer Macon Art; The Flying Hatter.

- iv. Vendors that had issues:

1. Summer Macon Art: not a great show throughout the season.

2. Hannah Wilson Art: was a no show one market.

3. Desert Moon Jewelry: conflict.

- 4. These vendors are mixed: painting; earrings; pottery.
 - 5. Board **waitlists**: Hannah Wilson Art; Summer Macon Art; and Desert Moon Jewelry.
 - v. Board also **waitlists** Stone Gypsy and Canyon Rugs.
 - vi. **Board approves: Belle and the Bear; Bird Dog Metalworks; Chaleaux Designs; D Wolf Designs; Sew Alpine; Stone Gypsy; The Flying Hatter.**
 - vii. **Board also approves Southwest Handmade.**
 - b. Need two more waitlist vendors:
 - i. John suggests Los Miramontes Lavender Farm
 - 1. **Board approves**
 - ii. Lisa Morales LLC also put on **waitlist** (childrens furniture).
6. Other business:
- a. Hiring Market Manager
 - i. Darrin Parmenter put together a rubric to score candidates. Way to help screen candidates. Tyler needs a finished rubric and list of names so he can reach out to candidates.
 - b. Hiring committee
 - i. Tyler Hoyt; Emily Jenson; Darrin Parmenter; Amy Reid; and the Board of Directors. Very important duty. Jordan suggests having more Board involvement toward the end. Ultimate job comes down to the Board to manage the person getting hired. Melanie suggests that James gets in touch with Tyler to discuss the Board's position.
 - c. COVID Guidance
 - i. Melanie has told vendors that if vendors are exposed they have to show a negative COVID test to come to market. Kate says as an employer you can't ask for a positive or negative COVID test. Melanie has COVID currently. Started showing symptoms this past weekend. If Melanie cant be at the market what is the back up plan? Five days after the first show of symptoms CDC says you can return to work. Rhea and Bridget will also be at the market as assistants and they could potentially sub. Melanie anticipates "feeling" better by Saturday. James will be at the market early to help assistants set up if need be.
 - d. Board Training
 - i. Melanie was told that the SBDC director would foot the bill. Now they are not going to. Would cost \$500 total. Two hour training. She's open to receiving market bucks. Board is open to paying for

training. Board agrees to meet in person on Dec 14th at 10 am at SBDC (potentially).

e. Mural Project

- i. East side of brick wall; suggested banner rather than painting. Could be taken down in winter. Put up with concrete screws. Jen Rawling would cost \$2500 for 50 hours; and getting a banner printed would cost around \$1000. A schematic would cost a couple hundred dollars. Geared towards the train goers. No parking on that side of the brick wall.
- ii. James suggests Dustin Cook graphic design. Melanie can reach out to a few other designers and get a bid; the board thinks this is a good idea.

f. Trailer Repainting

- i. Melanie needs leads. James suggests fast signs.

g. Advertisement

- i. Add for Rec Center summer activity guide; willing to do nonprofit rate; quarter page ad would be \$215; comes out in March; available in print and digital. This catalog is available for a long period of time and hits local crowds.
- ii. **Board approves.**
- iii. Another place to advertise is the Summer Guide (more pricey).

7. Meeting adjourned 10:47am.

Respectfully Submitted,
Morgan Di Santo, Secretary.