

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

*"It is the mission of the Durango Farmers Market to strengthen community ties to agriculture by providing a venue for regional agricultural producers to sell their products, by preserving open space, by promoting healthy farming practices and by providing educational benefits through hands-on experience. The Durango Farmers Market seeks to improve the quality of life for all community members."*

**Spring General Membership Meeting 2022**  
**Wednesday, April 20th 6:00 PM**  
**Old Fort Lewis Campus**

- I. Call to Order by President at **6:08pm**.
- II. Land acknowledgement
- III. Introductions
- IV. Minutes approval of last membership meeting
  - A. Emily Jenson moves to approve, Jordan Meyers seconds.
  - B. All in favor, minutes approved.**
- V. Officer and Staff Reports:
  - A. President's Report
    1. MMM software: helping with administrative burden ie. applications, payment processing, market map, etc.
      - a) Questions:
        - (1) Amy Reid of Jake's Farm asks about payment schedules
        - b) Accepting all methods of payments: paypal; autocharge online; weekly; pay for whole season; cash/check at market on market day. whatever works for vendors. auto charge for weekly booth fees. Software company is very receptive.
    2. New PA system
      - a) donated by Jimmy's music; old system still for sale (big, bulky, old).
    3. Bylaw and Rules and Regs amendments
    4. First year farm visits
      - a) first and second year farms; board coordinating on location; see what they are doing but also offer mentorship.

## B. Treasurer's Report (Budget)

### 1. Last year's (2021) numbers:

- a) Good year overall
- b) \$4500 in sponsorship not 6500
- c) Good year for booth fees;
  - (1) It looks like November and December numbers were down but they were actually in line, payments got misplaced and put under Misc. Income (around \$1800).
  - (2) Accounting was a little off with the previous market manager
- d) No CFMA grant this year (did get it last year)
- e) \$6000 in the black for 2021(not \$9000).

### 2. This year's (2022) numbers:

- a) \$6000 in sponsorship
- b) Booth fees higher for November and December markets to offset cost of Fairgrounds for holiday markets.
- c) Bank service charges (\$1000) for direct deposit for Market Bucks, Snap, and Double Up Food Bucks.
  - (1) have to bump up to a commercial banking account. \$95 a month.
  - (2) starting payment in may. \$80 to \$100more per month just to allow direct deposit.
  - (3) Board wants to gauge memberships interest
    - (a) not going to charge vendors; market is going to absorb cost; market should be fine financially;
    - (b) vendors can still get a check; checks are time consuming in terms of staff time.
    - (c) Lyndee could authorize direct deposits.
    - (d) No matter what the board wants to offer vendors getting paid on a weekly or biweekly basis. Direct deposit would be faster.
  - (4) **Vote:** Tyler moves to accept new terms of TBK bank which would create a commercial bank account and cost \$1000.
  - (5) Amy Reid seconds.
  - (6) Membership approves.
- d) Dues and Subscriptions up because of MMM software.
- e) Cell phone service went up because of tablet.
- f) Fairgrounds cost for December Holiday Market
  - (1) Booth fee increase to cover cost.
- g) Music expense: \$2,500 to pay musicians; \$100 per music act

each week; always appreciated to tip out musicians (in any form).

h) In the red \$1,674 but we do have ample funds in savings to cover other costs.

(1) Enough in savings to cover entire market year costs.

3. **Vote:** Tyler moves to approve budget as is with noted changes.

a) Emily Jenson seconds.

b) Membership approves.

### C. Market Manager's Report

1. Melanie is committed to the 2022 market season.

2. Cleaning up 2021 end of year reports;

a) Vendor checks;

b) Money back from the state for Double Up Food Bucks;

(1) \$26,000 in DUFB

(2) Durango did close to \$50,000 in food assistance for 2021.

3. Review of January board retreat.

4. Snowdown Chili Cook Off

5. CFMA (Colorado Farmers Market Association

a) Melanie voted on as co-president this year.

6. DFM highly looked upon state wide.

7. On bordered MMM software in February and March.

8. Sponsorships: \$7500 total today.

a) Renewal by Anderson: \$2000.

b) Environmental Support Services: \$1000 and no booth space.

c) Wells Group: \$1000

d) Jimmy's Music: \$1500

e) Soco Solar: \$500

f) Roll Ebike: \$500

g) Durango Magazine: \$250

h) Growing Spaces: \$250

i) Local News Network: \$1000 comp of advertising.

j) City of Durango: Transit Center bathrooms, they no longer charge us for them and in exchange get a free booth space.

k) TBK Bank: Rent free location.

9. General Vendor Report

a) Total of 96 approved vendors.

b) 36 Ag; and 6 new Ag.

c) 1st and 2nd year vendors should have received welcome packet.

10. Advertisement

a) MMM: profiles can be linked to website to find vendors and

products.

- b) Welcome Center window scheduled for 2 weeks (starting May 2)
  - (1) need items from vendors (non perishable goods) to put in display.
- c) Community participation
  - (1) Dandelion Festival
  - (2) Wine Experience
  - (3) Durango Food Festival

11. Market Assistants

- a) Rhea
- b) Megan
- c) Bridget
- d) Kate Nauman

12. Site logistics

- a) Transit Center bathrooms will be kept open for full hour after the end of market.
  - (1) 7:30am to 1pm
- b) SJBHD will have Covid vaccination bus parked in Transit Center parking lot.

13. Other business:

- a) MMM : communication about dates and location through MMM software. Documents need to be uploaded to profile.
- b) Contact info sheet.
- c) Cheat sheet for “funny money” vouchers.
- d) Vendor Information Cards
  - (1) Tells customers about your business.
- e) Digital posters.
- f) E WIC pamphlet and application.

D. Welcoming Committee Report

1. Committee put together a year and half ago.
2. Consists of Emily Jenson, Alex Midgley, Rhea, Kate Naumen, and Mya of Blue Heron Farm.
3. Trying to make market more inclusive or “welcoming”.
4. Vendor Survey: great feedback from vendors on what's working/not working.
5. Food Equity Coalition did survey among DFM customers.
6. Translation of market documents to spanish.
7. Pictures as a form of access.
8. Diversify music selection.
9. Handicap parking on 8th.
10. Some actions from welcoming committee:

- a) For vendors: new vendors did not know what was going on. So Welcoming committee created New Vendor Welcoming Packet.
  - b) Vendors wanted to know more about food equity so Welcoming Committee created food equity flier.
11. Food insecurity aide suggestions.

## VI. New Business

### A. Rules and Regulations Amendments

1. Change to Section 1, b, i.
  - a) *i. There are a limited number of spaces available for Non-Agricultural vendors. Agricultural Producers always have first right of refusal for available booth space. In the event there is booth space available after all Agricultural Producers have been booked, any available booth space will be filled using the guidelines outlined for each type of Non-Agricultural vendor.*
  - b) **Insert:** *at the discretion of the market manager to allow for a variety of different Non-agricultural vendors.*
  - c) Board wants to eliminate vendor rubric to allow for more mixed market.
  - d) **Vote:** Tyler makes a motion to accept the amendment.
    - (1) Emily seconds
    - (2) All members approve except John Buck.
    - (3) Motion passes.
2. Eliminate Section 1, b, iii.
  - a) *iii. The categories and number of scheduled vendor spaces allowed during a market day in each category are as follows: Artisan (4); Ready to Eat Food (6); Beverage (4); Value Added (4), Hemp (1) and Services (3); and Informational (4-5 or as deemed appropriate).*
3. Change Section 1, b, iv to Section 1, b, iii.
4. Change Section 1, c, ii.
  - a) *ii. Ready to Eat Food vendors are required to list all local ingredients used in their products on their application. This list will be used to create a Vendor Information Card, which should be visibly displayed at every market (see section 15).*
  - b) **Insert:** *Ready to Eat Food vendors must have a display at their booth listing all local ingredients used for each specific market appearance.*
  - c) Discussion: Local is a subjective term. Edit suggests creating board format for each RtE vendor; customers can rely on;

uniform sign; and some sort of accountability. Could even just give them a format to put on their chalkboard.

- d) **VOTE:** Emily moves to approve.
  - (1) Tyler seconds.
  - (2) All approve.
5. Change Section 2, j
  - a) *j. Value Added, Ready to Eat Food and Beverage: All Value Added, Ready to Eat, and Beverage vendors will apply and be evaluated annually with no guarantee of acceptance to the market based on their history as a vendor. Priority will be given to Value Added and Ready to Eat Food and Beverage vendors with the most locally raised ingredients in their products. Primary ingredients should come from local sources with a goal of working toward 80% of those primary ingredients coming from local sources. Value Added and Ready to Eat Food products with primary ingredients that cannot be produced locally (i.e.: bananas, oranges, lemons, nuts etc.) will not be considered for sale at the DFM unless approved by the board.*
  - b) Replace 80% with “a majority”.
  - c) **VOTE:** Emily moves to approve.
    - (1) Heidi seconds.
    - (2) Membership approves.
6. Change Section 2, c
  - a) *c. **Agricultural** vendors may sell and display promotional items such as, but not limited to, t-shirts, tote bags, caps, etc., as long as the name and logo of the vendor is permanently affixed to each item.*
  - b) Remove **Agricultural** and insert **V**.
  - c) Sheila notes: *Name or Logo* instead of *Name and Logo*.
  - d) Need sales percent cap for non Ag Vendors.
  - e) **Vote:** Alex Midgley moves to approve.
    - (1) Heidi seconds. Emily seconds.
    - (2) Motion is approved.
7. Insert into Section 7, i
  - a) *i. **Established vendors who wish to leave the market for a 1 year period may be allowed to keep their previous booth space when they return. This must be communicated with the market manager and approved by the board of directors prior to the leave of absence. The returning vendor will not be eligible for the discounted booth space provided to 1st and 2nd year beginning vendors.***
  - b) “Shwebachs law”

- c) Sheila proposes a change: word “**established**” needs to be defined or removed.
    - (1) friendly amendment accepted.
  - d) Spot would be filled with more rotational vendors, not every week vendors.
  - e) **Vote:** Tyler moves to approve with friendly amendment.
    - (1) Emily seconds.
    - (2) Motion passes.
8. Anatolian Farms proposes change to Hemp Rules and Regs:
- a) Clause banning sale of raw hemp products, including CBD flower, was unintentionally removed from the market website.
  - b) Anatolian Farms is proposing that we remove the ban on “raw product” and allow the sale of CBD flower. The hemp industry is extremely REGULATED.
  - c) **Vote:** Anatonlain Farms’ motions to strike out “OR RAW PRODUCTS” from Hemp Rules and Regs.
    - (1) Heidi seconds.
    - (2) Motion carries.

#### B. Changes to By-laws

- 1. \*Section 4.1: Board of Directors
  - a) *The Board of Directors shall be comprised of five (5) members. Four (4) members shall be agricultural members, with the option to elect one (1) non-agricultural member to the Board. No more than one representative from each vendor business may sit on the Board at one time.*
  - b) **Add:** The membership may also elect to have a sixth (6) member Board of Directors, with the final member being a non-voting community member who is not a member of the Durango Farmers Market.
  - c) Benefits of non-voting community member board position include: feedback from community/customer constituency; helps with accountability to community.
  - d) Vote today but add/nominate the 6th member in the fall
  - e) **Language change suggestions:** Sheila suggests removing “to have”; remove “,” ; add “and”.
  - f) **VOTE:** Alex moves to approve by-law change; Sheila seconds; motion carries.

#### C. Elections for One Open Board Seat

- 1. Kate Nauman can no longer serve on the Board because she is leaving Serious Delights and will therefore no longer be a vendor at the market. This leaves the Member at Large position open with a

year and half left in her term.

2. Sheila nominates herself; was on board of directors at the Boulder County farmers market.
3. Membership moves to have Sheila fill the open Member at Large position.
  - a) **Shelia is the new Member at Large on the DFM board.**

D. Lane Names Brainstorm

1. The first row is farthest to the west and the fourth row is the farthest to the east.
2. Need names for third and fourth rows to destigmatize them.
3. Suggestions include:
  - a) native flower names
  - b) alphabetical no doubles
  - c) Two vegetables and two flowers
  - d) Melanie will come up with the names

E. Other new business discussion:

1. The board is looking for feedback on the new fairgrounds cost
  - a) The board wants booth fee for holiday markets to be upped to cover the fairgrounds cost for the holiday market
    - (1) Discussion over price: raising thanksgiving and christmas markets.
    - (2) Bridget suggests raffle tickets to get people through the door or to charge people \$1 to get in.
    - (3) Edit also suggests finding a sponsor for the holiday market to cover costs.

VII. Old Business

A. Covid Protocol

1. if your sick stay home; wear a mask if you want; wash your hands
2. sampling is back

VIII. Other Announcements

A. Mancos Farmers Market needs vendors

IX. Adjournment

- A. Tyler moves to adjourn at **8:46pm.**
- B. Heidi seconds.

Respectfully Submitted,  
Morgan Di Santo, Secretary