

DURANGO FARMERS MARKET

P.O. Box 3761, Durango, CO 81302

DFM Board Meeting concerning Bell Beef

Thursday, June 22, 7:00 PM

Via Zoom

Those Present: Tyler Hoyt (President); Sheila Pane (Member at Large); Morgan Di Santo (Secretary); Jordan Meyers (Treasurer); Melanie Gonzales (Market Manager).

- I. Called to order by president at 7:06pm.

- II. Other Issues before Bell Beef discussion:
 - A. Breen Mesa Farm
 1. Edit is selling items other than what she originally listed on MMM.
 - a) Melanie requested she add them. Now she has added forty products to MMM.
 - b) Different products than goat cheese. Melanie requests that the board check out added items. Many items are produce.
 - c) All her dairy based products should not have a problem.
 - d) Soap she is selling has different labeling, says its made in Olathe.
 - (1) Sounds like she is providing goat milk for the soap.
 - e) For produce she needs to provide soil health and pest management.
 - f) Melanie is going to reach out to Edit to get more info on soap and produce.
 - B. Recent Vendor Withdrawals
 1. Bakti moon withdrew.
 2. Other massage therapist withdrew.
 3. Satch Woodworker withdrew.
 4. Blake at Pinion Crest withdrew.
 5. Dave with Peace Tree Organics withdrew.
 6. Nosh sold her business and was wondering if the new owner could apply without late fees. Would still need to send in a new application so we could verify methods/practices.
 - C. Music In The Mountains
 1. Reached out and wanted a donation of \$100 in market bucks. They would essentially do free advertising in return. **Board approves.**
 - D. De-escalation workshop
 1. One hour of de-escalation instead of three hours of conflict resolution. Rachel Tyrell would be happy to de-escalation workshop during the market.

- a) Would charge \$90/hr and would accept market bucks.
 - 2. **Yes on de-escalation** and wait on conflict resolution.
- E. WIC program
 - 1. Numbers from WIC have tripled since last year. Vendors required to participate in voucher programs.
- F. Market Manager position
 - 1. **Melanie wants to step down at the end of the season.** But will help find a replacement.
 - 2. Board needs to follow up on the duties of market manager and give weekly feedback.
 - 3. Do we need to re address the managerial structure of the market and manager salary?
 - a) We can address later this year and maybe make the job more attractive.
 - b) Feel like the market is outgrowing its management staff; becoming a big market. Need to have a package available that's going to attract qualified people.
 - c) Becoming one of the bigger markets in the state. Melanie's pay is less than what Cody was getting paid in 2017. (The position of music manager got separated but now the positions have been put together again).
- G. COVID
 - 1. Covid numbers are going up; and La Plata and Archuleta counties have been labeled as high risk. Only official recommendation is masking up indoors.

III. Bell Beef discussion

- A. Tyler reached out to Dustin Stein
 - 1. Dustin had concerns that Bell Beef were shipping the cattle up north to a feedlot and then trucking them back down but then marketing it as grass fed and finished beef. But they do have a large herd of cattle. They lease land. Can Dustin verify this? In his last dealings with them, they had two many animals on their leased land and that's why they trucked them up north. And then they'd leave them up there for a while. But verifying that info may be impossible.
 - 2. We don't have enough definitive evidence to deny them. Everything is hearsay. Tyler thinks we should approve them to avoid legal backlash. Definitely want to do a site inspection within the next week.
 - 3. Jordan: Why do we have to have legally tight reasons to deny them? The herbicide is not the problem, it's the lying to the customers.
- B. **We should do a site visit before approving.** Should we reach out to John Buck and see if he could accompany Tyler and Jordan on a site visit. Based on his application, he has a good understanding of what documents may be available.

- C. Sheila: "Price gouging response was written icky." Email response from Bell Beef was aggressive.
- D. Board agrees that a site inspection would be beneficial and more questions could be asked in person.
- E. Melanie talked to Heidi before the accident and Heidi was saying that the quality wasn't good enough for our market based on their low prices.
- F. Tyler: If they are shipping beef up north to feedlots, quality would be affected.
- G. Melanie: If they are shipping their cattle to a feedlot for a number of months and then getting them back, this could be a legitimate reason to deny their application. In the Rules and Regs it states that the cattle have to be in their possession for a certain duration of their lifetime.
- H. Up to the board's discretion to deny or allow.
- I. Melanie is going to formulate an email about a site visit and that future communication will now be with the board.

IV. Meeting adjourned at 8:14pm.

Respectfully Submitted,
Morgan Di Santo, Secretary.