

Farmer's & Crafts Market Board Meeting November 21, 2023

Board Members Present: John Guldemann—Chair, Lan Stong—Vice Chair (via Zoom), James Brookover—Treasurer, Kelly Sontheimer—Secretary & Anthony Thomas

Staff Present: Karin Bradshaw—Market Manager, Amando Buono—Office Manager

Vendors Present: Michelle Pittsenbargar (via Zoom)

Visitors Present: No visitors present.

Guldemann: Called to order the Farmers & Crafts Market Board meeting at 6:00 pm.

Guldemann: Read conflict of interest inquiry and privilege of the floor.

Guldemann: No conflict reported.

Guldemann: Reminded the Board members that this meeting is being recorded electronically.

Guldemann: We have one amendment to the agenda before we approve it. We're going to have to vote on the accounting contracts with our accountants. So add that to the agenda.

Guldemann: Called for a motion to approve the agenda.

Brookover: Made a motion to approve the agenda.

Thomas: Seconded the motion to amend and approve agenda.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for a motion to approve the minutes from 9/18/23 and 10/24/23 meetings.

Brookover: Made a motion to approve the minutes from 9/18/23 and 10/24/20 meetings.

Stong: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for Committee reports. Operations and Special Events.

Bradshaw: We have a radio remote for Shop Small Saturday. They will be at the south end. I'm requesting approval for gift certificates (\$100) for promotions. Night markets are finished for the year. Dec. 23 from 9:30-12:00 Santa and Mrs. Claus will be here. Reminder to sign up for the buffet.

Talked to a vendor about taking the market logo and rendering it into a single-color format to screen print onto t-shirts. Black t-shirts with white ink. Short and long sleeve. 60 shirts plus logo set up, total cost with tax is \$735.50. This is \$11.50 our cost per shirt. Sell for \$20 each. This is the start of merchandising to help the market. Once we approve the design, we can have the

shirts in 2 weeks. Re-orders would be \$50 less. Long sleeve t-shirts initially will cost \$14.50 each. That's \$980 which is \$15.50 our cost and we sell for \$30.

Guldemann: I think this merchandising has potential. I think it's a great idea to pursue.

Bradshaw: Once I have the design, I will submit it to you.

We have remote scheduled next year with Adam's radio. Their contract starts next year. It's 6-months and we choose which 6 months.

Guldemann: Marketing.

Bradshaw: Next year, John and I did talk about what we'll do as far as marketing goes.

Guldemann: Basically we're spending \$19,500 for next year. We're mandated for 25,000. This t-shirt deal adds to advertising costs.

Bradshaw: Discussed the various magazines we will be advertising in.

Guldemann: Finance and Investment.

Brookover: I went through profit and loss. Discussed the profit and loss statement. Asked about the difference in cost of Sept Wed night market and Oct night market. Karin will check on this. Had a lot of questions on balance sheet but did get answers. The one thing that bothered me. It shows that we're \$31,000 in the hole. I will meet with the accountants on this. That's a year-to-date number. We have to present a budget at the annual meeting. The expenses will change a little bit but not much.

Guldemann: No old business to discuss.

Guldemann: New Business. We need a motion and discussion about the advertising with Bravo Mike. I recommend we put a hold on this and not pass this particular advertising at this time.

Bradshaw: We have a 6-month contract with Adams. We choose which months we advertise. This means there's 6 months with no advertising.

Guldemann: I don't think we need to advertise with both Adams and Bravo Mike. I think we're too heavy on radio.

Brookover: My concern is driving down the street you hear more CDs on the radio and not much talking. I'm beginning to wonder is it really doing us any good.

Guldemann: I don't think we need to concentrate too much on radio.

Thomas: No one listens to radio anymore. We get a lot of responses from the social media platforms.

Bradshaw: We have our website, Facebook and Instagram.

Stong: I think we have enough radio. We cut the radio a lot. We can focus on more digital stuff.

Thomas: We could (for the next month or so) ask the visitors, "How did you hear about the farmers' market?"

Guldemann: We need a motion about Bravo Mikes.

Brookover: I make a motion we not accept Bravo Mike at this time.

Thomas: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Let's pass the accounting contract. There are 2 for comparisons. We were paying \$480/month now it will be \$650/month. We have to have them.

Brookover: It amounts to a \$1,000/year raise.

Guldemann: I don't think it's an outrageous increase. We have been paying the same price since before Covid.

Guldemann: Do I hear a motion to accept the new accounting proposal?

Brookover: Made a motion to accept new accounting proposal.

Sontheimer: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Vendor fees. We are proposing to raise the vendor fees. I know that is a controversial subject, but I don't think we can do anything else but that. Costs are going up and are continuing to go up. How much we raise is another questions. In comparison, all these other markets in New Mexico are way higher than us. I think a \$5 increase for temps are reasonable. If our permanents are making money now, it's not a hardship.

Sontheimer: My husband is looking to become a vendor and we do not think that is unreasonable.

Brookover: I agree that the temps have to go up. If we raise permanents \$5, extra amounts to a 75% increase. That's going to give us a total of 63,000 more we're making. We'll also be losing vendors. Do we want to take a chance of losing quality vendors. I offer a compromise. \$!70 instead of \$195. Per Saturday it would be \$13.07. Today it's \$10.

Sontheimer: When was the last raise?

Bradshaw: January, 2017. Temps were increased in 2016 and 2018.

Brookover: You better be looking at numbers and how many vendors you would lose.

Stong: I agree with James' idea. If we make too much money that will be a problem because we are non-profit. If we increase too fast. We can increase by half of that first and then increase again if we don't have enough. We can do it in stages. Increasing the temps may encourage them to become permanent. I think \$20 is very fair for temps. I was thinking about \$12.50 to start and we can talk about it again.

Sontheimer: When we look at the extra money, maybe we need to look at the salaries of Karin and Amanda.

Discussion took place about this and was tabled until a closed meeting can take place.

Guldemann: Do we want to make a motion to raise vendor's fees. Temporary's \$5 per Saturday and Permanent's from 130 to 170 per quarter.

Brookover. I make a motion that temporary fees be raised to \$20/week and permanents from \$130-170. Quarterly. To begin the first of the year.

Stong: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Any comments from the board? No

Guldemann: Any other comments?

Pittsenbargar: Everybody asks me for t-shirts. I think that's a great idea. People love to spread logos around. I think that would be a good addition. Also, as a vendor, I do Facebook and Instagram and most of my customers follow me on Instagram. I have a few resources who could help us with digital. And, as a vendor, I do other night markets and other events and they are anywhere from \$20-40 for 10X10 spot. I think you would retain more vendors than you think.

Guldemann: The next meeting will be the annual meeting on 12/5/2023.

Called for a motion to adjourn.

Brookover: Made a motion to adjourn.

Thomas: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Meeting adjourned at 6:54 pm.

Minutes submitted by Kelly Sontheimer, Secretary.

