

Farmer's & Crafts Market Board Meeting July 18, 2023

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

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

Vendors Present—Debbie Bond, Michelle Pittsenbargar, Wilma Durio, Sylvia Hendrickson

Guldemann: Called to order the Farmers & Crafts Market Board meeting at 7:12 p.m.

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

Guldemann: No conflict reported.

Guldemann: Reminded the board members that we are being recorded electronically.

Guldemann: Now we need to amend the agenda before we approve it. The first amendment is a vote on the advertising in the Bulletin. Do I hear a motion to amend the agenda?

Higby: Made a motion to amend the agenda.

Thomas: Seconded the motion to amend the agenda.

Guldemann: All approve. Aye. Motion passes.

Guldemann: The second change in the minutes we have to approve is to announce the new board member during this meeting. Do I hear a motion?

Brookover: Made a motion for the second amendment to the agenda.

Higby: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for a motion to approve the agenda.

Higby: Made a motion to approve the agenda.

Brookover: Seconded the motion to approve the agenda.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for a motion to approve the minutes from the meeting of June 20, 2023.

Brookover: Made a motion to approve the minutes.

Higby: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for committee reports. Financial

Brookover: I had some questions about the bank statement so I met with Sharon. One of the things I saw was the accounts receivable way up around \$18,000. It was what was still owed from our vendors that hadn't paid up for July 1st yet. I will say this, they have paid up even though it won't be shown until our next statement. Right now we only have \$2,980 that's outstanding in accounts receivable. So over \$15,000 has been paid in. That was a concern to me. I was pretty happy to see that only \$2,900 out of \$18,000. The other thing that I had questions about, every time we do this (on the balance sheet), I kept seeing these earnings and retained earnings and this and that. I

visited with Sharon, we went through all that and she told me exactly what it is. Retained earnings reflect what we have in the bank and our net earnings shows the profit or loss for the year. Presently it shows we're \$7,500 in the hole, because we got money in July we're going to be way above that. So outside of that, that's pretty well, everything on the balance sheet, I compared it, it's pretty much stated. On the profits and loss statement I saw all this advertisement. I know we had approved all this. I noticed our space rent showed 9,100 but obviously we've received almost \$15,000 more than that. We are in a negative month and that's all that amounts to. I had another question about the auditor. The auditors looked at the information requested and in addition now he's asked for certain invoices and receipts. He picked out a sampling of 15 receipts and 15 invoices and deposits, the wage and income documents to look at specifically and verify that we have them. He said he will have it finished by the 30th of this month. It's a month later than he said he would do earlier. That's where we are as far as finances are concerned now.

Guldemann: Thank you James, that was a good one.

Guldemann: Operations.

Bradshaw: Wednesday night market, we had our first one since 2019. We did have a good vendor turnout. We had about 70 vendors show. Not as good as far as customers. I wasn't happy with it but I know a lot of the vendors were. So, we'll see what happens. I'm meeting with the event committee tomorrow and yes they want to do another Wed night market.

Brookover: Did we have a crowd?

Bradshaw: Not as good as I would have liked. I was a combination of several factors. But the vendors want to do it again.

Higby: Do we have a way to put maybe money towards advertising the night market?

Bradshaw: I guess my only thing is how much more advertising we could do. We had radio, Instagram and Facebook and the website The Bulletin did a little thing about it as well.

Buono: I pushed it. Every time somebody came through EBT I said, "Hey, come check out the night market". We made flyers for vendors.

Guldemann: How many of the night markets did we have before?

Bradshaw: We used to have once a month May through October. Back when they first started it was a pretty good crowd, but there was not the same competition. We were literally the only thing in town doing the night events downtown. Now there's all kinds of stuff. There are a lot of options where there weren't nearly as many options back in 2015.

Higby: What about seeing if the storefronts would let you put flyers in.

Bradshaw: They want us down there so they'll do it. That's what we can look at.

Buono: I was approached by a couple of the bar managers at the end of the market when we were closing everything down. They said it was great and how can we work together.

Guldemann: That's really to our advantage, having those bars open.

Bradshaw: I know the vendors are asking for a DJ next time.

Guldemann: This time we had onstage entertainment, didn't we?

Bradshaw: Yes, we had 4 of our market musicians we chose. Also, the Society for Creative Anachronisms performed and brought their Middle Eastern dancers.

Bradshaw: We won't have an August market because there's too much going on. We're looking at September, October and maybe November.

Higby: That would do good in November with Christmas shopping.

Bradshaw: Once we talk and figure it out, I'll come back with more for you guys.

American Farmland Trust, the farmer's market celebration. You guys already know we've been pushing this. As of 5:30 this morning, we've had 305 votes. We are 1st in the state and 2nd place for the Southwest region.

Sonthheimer: So is that something we can post in our shops, about how to vote?

Brookover: We sure want to get all the votes we can.

Bradshaw: I don't have flyers but I did get permission from my boss, Ms. Lan, and ordered posters. I ordered 2 posters from the same guys we did the "Too hot for Spot". We'll have a sandwich board with the posters on them as soon as the posters are here. We'll be doing this half-way through September. I also have permission from the chairman to see about having a data thing set up for our tablet so I can walk around the market and get people to vote.

Did I send you guys the 2 articles; one from the city website and one from the Bulletin?

And, public restrooms. As it stands right now, utilities is working on it again. Fingers crossed it gets through this time. Chris sent me a text earlier this week that it was started.

That's it for Operations.

Guldemann: Now we have product integrity. There's no committee report. We had that last time.

Now, did everybody get a copy of this. This is what the product integrity committee put together and we need to implement this.

Higby: I do have something I want to show you all. This has nothing to do with any of our vendors here. What I was going to show you is, the sublimation cups like you were talking about, can be done like 100 at a time. Those are not ones we were talking about. You can add something to the design. I was going to show you how it's a mass production all the way through.

Guldemann: What are we talking about?

Higby: Product integrity, where they brought up somethings are not the personal artists. So the sublimation, I brought up SVGs (scalable vector images). Unless it's a personal design, it's just something you print off. That's what I wanted to bring up, we need to make sure you have to add that to it.

Guldemann: How would you word it?

Higby: It would have to be something, you're creative artistic effect. I don't know.

Guldemann: It must refer to "no pre".

Higby: That's where you're going to get into something sticky because I can take, like, I can take this (Kelly's cup) with the Zia Chili logo. I can take Zia Chili logo out of it and put Las Cruces on it. I changed it, but..

Guldemann: You didn't create it.

Higby: Right.

Guldemann: It has to be things created by you.

Bradshaw: Basically what it's coming down to, their issue is when they buy the design directly off the internet and there's been no alteration of the design. We do have this because of jewelry with what we call the charm and chain thing. You can't buy a charm and chain and stick the 2 together and call it art. What is being recommended (it's going to have to be written and you guys approve it and then put in the policies and procedures), but we updated our requirements to include the charm and chain condition but not the other art and crafts. The buying off the internet without adding something of your own should not qualify. We will have grandfathered in those that are already here, but going forward, once this is written into the policies, anyone doing that work where it's just buying a design off the internet and doing the heat thing onto a t-shirt will no longer qualify. We're going to start requiring and ensuring they are doing more. This is what product integrity is requesting.

Higby: I know for a fact, the design of purchased off Esty, the words are cut off the bottom and they're sent out for printing. Everybody has their niche, I get it. Weith my tumblers, I want each one unique. I don't want a display shelf of all Steelers, you know.

Bradshaw: This will pertain to any category. Any new vendors that come in will have to follow this. I don't want to sit here and get into any vendors we already let in...You guys can tell them.

Sonthaimer: Were these rules in place when these vendors started?

Bradshaw: No, they were not in place. So that's why telling they have to comply now would be wrong.

Stong: I have a question. The market bylaws and policies (Lan's screen froze). I remember we had that problem when Lisa was on the board and we were talking about it. They were allowed to the market. You cannot just buy it and make it and put it together. I think that was on the product integrity already or the P&P or something like that, right?

Bradshaw: It was under the classification was just for artwork, that the artwork had to be original. It was for certain..

Stong: Crafts.

Bradshaw: It wasn't for crafts.

Guldemann: I'd like to see what the product integrity come up with as far as wordage.

Bradshaw: We can re-word it.

Sonthaimer: Do you think that there are many vendors right now that have...

Bradshaw: Yes, we have some that will be grandfathered in. As they leave, and any new ones, will not be permitted unless they can prove they have done something original or creative where it's concerned. That's what we need to make sure of. More photos and more requirements for product integrity. I've already spoken with the chairman of the committee and if this is acceptable to you guys, there are more than willing to go with that. That was one of their big concerns.

Guldemann: Do we give them directions or do we vote on this?

Bradshaw: If you guys agree to us making the changes and what's been stated in the letter we'll start working on the verbiage and then you guys will get a copy of the new verbiage.

Bond: Years ago in our P&Ps we had a percent for our art and crafts. If it wasn't more than 50%, 50-65% done by the artist or crafter, it was not accepted. And then as we lost market managers and got new ones, it got changed. It was, years ago, a certain percent. That's when the charm and chain stuff got tossed out.

Guldemann: I think we have to worry about how we're going to state this to bring in the idea that it's the artistic part.

Bradshaw: You will be presented with that at the next meeting.

Guldemann: Let's make a motion that we give the product integrity committee the go-ahead to present the changes they want to have in more detail that we can vote on and put in the P&Ps.

Higby: Made a motion to give the product integrity the go-ahead.

Brookover: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: So the next thing on the agenda is the advertising for the Bulletin.

Bradshaw: That's just, we had the ad in the Bulletin. They just want us to renew.

Brookover: How much is it?

Bradshaw: It was \$128 every ad and the ad is every 2 weeks. We're not going to change the size or anything, it's a continuation of what we've been doing for the last 52 weeks.

Higby: Can we change the wording on that or does that cost extra? Can we put one that says, vote for the market?

Bradshaw: They're already making one up for me.

Brookover: Made the motion we continue the ad in the Bulletin.

Higby: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: The next thing is to announce the new appointment to the board of directors.

Debbie, congratulations.

Bond: Thank you.

Guldemann: We want to appreciate you (Pittsenbargar) coming in and run in the fall.

Pittsenbargar: When is the next election?

Brookover: November.

Guldemann: You'll have to nominate yourself in September.

Debbie invited to join the board members at the table.

Brookover: Michelle, do continue running, because some of us, our time is getting short.

Guldemann: Any board comments?

Guldemann: Any vendor comments?

Pittsenbargar: I was part of the night market and we had an increase of sales as the temperature started going down. I really think heat affected it more than anything. I think all the vendors and visitors were having a good time. I was pleased with sales. I think when we have it when it's cooler it will be better.

Hendrickson: I want to thank you for doing Zoom so I can continue to be at the meetings.

Bond: Is the board going to have a special meeting to talk about how you want to word the product integrity.

Guldemann: We need the product integrity to bring us some suggestions.

Bond: Ok, they're going to do that first. Okay. Because, even after people start you find out they get really relaxed and think no one's checking them after they become a vendor. That's another issue that we can solve it by having... I was on product integrity and I would walk around and if I saw something that wasn't right, I would take it to the committee. I don't know if anyone is doing that or not.

Guldemann: I think a lot of that is up to Karin. She makes the most rounds and she can pick up that stuff. If I see stuff and I think it's in question, I ask her about it.

Higby: That's what Karin was saying, she would like an email of what is seen instead of stopping her at the market.

Guldemann: Ok, any other comments? How about a motion to adjourn?

Higby: Made a motion to adjourn the meeting.

Brookover: Seconded the motion.

The next meeting will be August 15thg.

Guldemann: All approve. Aye. Motion passes.

Meeting adjourned at 7:54 p.m.

Minutes submitted by Kelly Sontheimer, Secretary.