

## **Farmer's & Crafts Market Board Meeting June 20, 2023**

**Board Members Present:** John Guldemann-Chair, James Brookover—Treasurer, Trilby Higby, Kelly Sontheimer--Secretary

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

**Vendors Present:** Debbie Bond, Jae'Lena Acosta, Robert Gallus, Michelle Pittsenbargar, Wilma Durio (via Zoom)

**Visitors Present:** No visitors present

**Guldemann:** Called to order the Farmers & Crafts Market Board meeting at 6:52 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:** Called for a motion to approve the agenda.

**Brookover:** Made a motion to approve the agenda.

**Higby:** Seconded the motion to amend and approve agenda.

**Guldemann:** All approve. Aye. Motion passes

**Guldemann:** Called for a motion to approve the Board meeting minutes of 5/16/2023.

**Higby:** Made a motion to approve the minutes of 5/16/2023 meeting.

**Brookover:** Seconded the motion to approve the minutes.

**Guldemann:** All approve. Aye. Motion passes.

**Guldemann:** Called for Committee reports. Finance Committee, James.

**Brookover:** I don't know if there's any questions. I had a few when I was looking over the balance sheet. I did visit with the accountants and every penny is accounted for. The report is all right. Everything depends a lot of times...we are always in the plus when it comes to profit and loss in the months that we receive dues for the quarter. For example, March & April we'll always be in the plus and like May & June are going to be in the negative because we aren't getting any money in from vendors. July will be a big one, July & August. So, there's some questions I had in here because I found like \$14,000 difference. I thought "wait a minute, what's going on?". It was explained. The only thing and I had a little question about the EBT deal. It used to be that they got paid each month. Now they're getting paid quarterly. So when a quarterly check comes in it's bigger than it obviously would normally be. So there's more variance in the profit & loss statement, so I just wanted to point that out to you.

**Bradshaw:** That started this year.

The only report that I do have is that everything has been sent to the auditor. The goal is still to be done by the first of July. That was for the Agreed Upon Procedure. He asked for a few extra things and he received them today apparently. He has everything that he's asked for. That's all I have.

**Guldemann:** Operations.

**Bradshaw:** NMFMA has decided that they are going to do a video shoot at 10 different locations, 10 different farmers markets in the state to help promote the double-up food buck program. We have been chosen as one of the markets they will utilize. The video will be 4-6 minutes long when finished. What they want to do is shoot the market itself, drone and on-ground footage. We are to choose a farmer/producer that is personable, has a good product. Has to be a farmer since it's double-up food bucks. It's very specific about that. They will video the farmer here at the market as well as filming them at their farm. The farmer will be able to use the promotion video for themselves. I did meet with Denise, the executive director of NMFMA, via Zoom as well as Josh Cunningham who will be the producer. We have chosen 2 vendors. I have emailed the first choice that they liked and we'll see if they agree to it first. If not we'll go the second option.

**Higby:** When is the deadline for their response?

**Bradshaw:** It will go over the course of the summer. The time frame is kind of a matter when the product is available and all that. So it's going to be when we can coordinate between them and the vendor.

**Higby:** I meant, what is the time-frame for the vendor's response. So how long are you giving this first one before you contact the second?

**Bradshaw:** I'll give her a week. I'll give her till the end of the week.

Wednesday night market, I have 4 musicians booked, the audio guy has been paid. The Society for Creative Anachronism has agreed to attend along with the lady who does the Middle Eastern belly dancing will perform as well. So I just have to rework my time-frame for performers on the stage so I can get everybody. We're at about 55 vendors signed up so far. You guys already agreed I can pay the musicians a little bit. And so you know, the barricade guy gets paid his fee since it is a Wed morning drop off and pick up isn't until 11:00, plus they have to drop extra barricades since it's a larger set-up.

**Sontheimer:** So, the Wednesday night market, will that be on-going?

**Bradshaw:** That will be determined by how well the first one does. Will be determined by vendor turnout and feedback.

**Higby:** That is included in the quarterly fee they pay?

**Bradshaw:** Yes. There's no extra fee.

**Brookover:** So the date and time again. July 12<sup>th</sup>.

**Bradshaw:** Yes, we have the Wed morning market and the evening will be from 6:00-9:00. I have the entire area rented from 2:00-11:00.

**Sonthaimer:** Do you think 55 is a good number?

**Bradshaw:** Yes. And I still have some that may sign up yet.

I have to check on Stuff the Bus thing because I'm attempting to coordinate between our radio guy Bravo Mike and us and the bus company where Stuff the Bus comes from because that promotion ends July 15. I'm trying to get them to bring out a bus at the Wed. night market, the final push kind of thing.

**Guldemann:** Product Integrity. We have a committee report from Product Integrity.

**Bradshaw:** Karin read the written report from Product Integrity.

**Guldemann:** There are a lot of concerns here.

**Bradshaw:** Something that you guys could put on your next agenda.

**Brookover:** I agree.

**Guldemann:** Thank you for that.

New Business. We do have a discussion on the 2024 New Mexico Adventure Guide. That's with New Mexico Magazine, right?

**Bradshaw:** Yes. It's the New Mexico True Magazine. It's not the actual magazine itself. It's the special Guide that comes out for vacation and tourists. It's a one-time shot we did. We did it last year in September.

**Brookover:** Do we have the price?

**Bradshaw:** We had a 1/6 page last year and paid about \$2,900.

**Brookover:** Wow. For 1/6.

**Bradshaw:** Yes.

**Higby:** Were we able to see if that had any effect?

**Bradshaw:** I have no idea how to track that.

**Guldemann:** There's no way to track that.

**Higby:** I didn't think there would be.

**Bradshaw:** The advertising is also online.

**Higby:** So is in print & digital.

**Bradshaw:** Correct.

**Guldemann:** I think New Mexico magazine is synonymous with New Mexico and tourism. I don't think there's any place we can get a better distribution and word out there than through this. I think it's worthwhile.

Called for a motion to advertise again in New Mexico Adventure Guide.

**Higby:** Made a motion to advertise again in New Mexico Adventure Guide.

**Sontheimer:** Seconded the motion.

**Guldemann:** 2 Ayes. 1 Nay. Motion passes.

(Brookover opposed the motion stating that he does not like the amount of money for the amount of space.)

**Guldemann:** Next one is The Historic Mesilla Magazine. Passed around a copy. They have solicited us pretty hard. A 1/6 page ad is \$275/monthly.

**Bradshaw:** Each of the annual accounts come with hard copy, linked website from their page to ours and social media.

**Higby:** So, 4 avenues of advertising basically.

**Sontheimer:** Can it be 6 months or does it have to be a year?

**Bradshaw:** I think the price he gave us is annual.

**Guldemann:** The first issue he showed us was in Spanish and no one here speaks Spanish.

**Bradshaw:** There are a lot of downtown merchants in this.

**Sontheimer:** I talked with Daniel. There's a big article on historic Mesquite and I talked to him about doing something on the history of the farmer's market.

**Guldemann:** That would be good. There's a good article on the price of urban renewal in here. There's still an unknown entity except I guess this guy's pretty stout and is willing to commit to what they say. It's still an unknown entity so we don't know how long it's going to last. But, we put it on the agenda again and they came to us with something to look at. I thought it was worthwhile to look at.

**Brookover:** If I may? The articles were very good articles.

I make a motion that we go for the 1/6 page and work with them.

**Higby:** I'll second it.

**Guldemann:** All approve. Aye. Motion passes.

**Guldemann:** Opened floor to comments from board members.

**Higby:** When do we need to get with Danielle before the next issue?

**Bradshaw:** I'll email him tomorrow. We'll approve it and then start from there.

**Sontheimer:** I have a comment. So, I had a customer come into the shop last week and she was very upset about the Hissing Kitty booth.

**Buono:** Kitten.

**Sontheimer:** Hissing Kitten. I don't know what it is, I don't get out of my shop on Saturdays. Apparently this customer felt there was some disgusting things they were selling.

**Guldemann:** What is this we're talking about?

**Bradshaw:** I know exactly what it is.

**Buono:** It has been brought to the office. We have done sight inspections. We have written up the vendor.

**Guldemann:** Ok. Hissing Kitten. Boy.

**Bradshaw:** There was a thing on social media. Somebody became upset about a bumper sticker they saw and of course they made the claim that the bumper sticker discussed certain sex acts. Of course, the bumper sticker didn't say anything about that. All the bumper sticker said was, your dad's my other ride.

**Sontheimer:** I was told that they had a cup that had the F word on it.

**Bradshaw:** Now that I have not found.

**Higby:** She's got the pins that say it too.

**Bradshaw:** And those have been pulled. She's been told none of that is allowed.

**Sontheimer:** My husband saw the cup. I said just go check for me because I can't get out. He said there was a cup with the F word on it.

**Bradshaw:** If she has that out again then she's in deep trouble. We will check it again. That's not allowed.

**Guldemann:** That was a good comment. I'm glad you brought that up.

Any more board comments?

**Guldemann:** Vendor comments?

**Bond:** Karin, what's the cost on the Wed. night market that you say you pay the audio guy?

I know the barricade guy does a great job.

**Bradshaw:** \$500.

**Bond:** And then you're going to pay the musicians? Have you come up with a price on that?

**Bradshaw:** Yes. They are getting paid \$50 apiece.

**Bond:** Ok. Then, Trilby and I, the comment Kelly had about that vendor. I came to you almost a year ago about that same vendor. So, that should have been her verbal and this was written up?

**Bradshaw:** Yes.

**Bond:** Ok, I'm just asking protocol. I don't know if the rest of the board has seen what went out on social media. That's all of our reputations.

**Bradshaw:** Not all the board because it doesn't go to all the board. But it went to operations. It goes to the vice-chair and the vice-chair was informed.

**Bond:** My point is that if people see it..

**Bradshaw:** Actually the board did see it because it was sent to one of our board members and to the rest of the board. So they do know.

**Bond:** It's our market reputation that we have to consider. It is on our bylaws. Page 27. P&Ps about profanity and that kind of stuff.

**Bradshaw:** We know and she was written up.

**Bond:** Ok. And on the magazine I'm glad you all chose to go with him. He came to me Saturday and wanted to know (he was told I had a lot of history with pictures and things) because he's going to do like what he did for the historical district—do a whole thing on just our market. He asked me if I could get into my stuff and get some pictures. Karin, I'll work with you and whatever I pick out I'll bring to you and we can work together. I'm not trying to overstep my boundaries. But he did ask me about some history. I said I'd look through stuff.

**Bradshaw:** I've got the old newspaper articles and stuff like that.

**Bond:** I have a whole notebook on the study and how the market changed with the old awnings. I went to every single study meeting when they were going to tear down the awnings. I don't know how far back he wants to go. I'm not going to turn it loose to anybody because I did one time and didn't get it back. He was very polite and very interested in doing a whole thing on the market.

**Pittsenbargar:** I just had a quick question. The splash pad is very popular and the parent's stay longer if their kids are entertained and if they're cool. This weekend I had to let my kids play in a bucket of water because it was so hot. The splash pad wasn't on. When we rent the street, there's nothing in there that says the splash pad has to be running during those times?

**Bradshaw:** No. That is city property and it's up to them.

**Buono:** I did see a post where they notified people it was going to be down for a couple of weeks.

**Pittsenbargar:** Well I'm on a bunch of community Facebook posts and didn't see anyone complaining about it.

**Buono:** Oh no, we had a giant field trip planned and we told them we had a giant splash pad and they had their towels and were ready to go.

**Pittsenbargar:** Is there any alternative for activities like that for the hotter weather for the kiddies?

**Bradshaw:** No.

**Pittsenbargar:** Just curious because I know the booths that there are balloons that keep kids occupied. But especially in the hot weather it would be nice to have things parents could plan on to keep the kids cool, to keep them occupied and satisfied longer.

**Guldemann:** Does the city regularly keep it open, have regular hours?

**Bradshaw:** That is city property, I have no say.

**Guldemann:** Don't they have regular hours?

**Bradshaw:** It's been closed all week.

**Higby:** It's closed for maintenance there's nothing you can do about that.

**Pittsenbargar:** Well I was just curious if the city does not maintain that is there something the farmer's market can do to keep kids more satisfied?

**Bradshaw:** We have no access to water.

**Pittsenbargar:** More shaded area, I don't know.

**Guldemann:** The next meeting is set for July 22, 2023.

Called for a motion to adjourn.

**Higby:** Made a motion to adjourn.

**Brookover:** Seconded the motion to adjourn.

**Guldemann:** We didn't vote on new board members. We wanted to get the other board members here to vote. We tabled the vote until we have more than 3 board members present.

I hate to vote with just a limited board on something as important as this.

Meeting adjourned at 7:25 pm.

Minutes submitted by Kelly Sontheimer, Secretary.