

Farmer's & Crafts Market Board Meeting April 11, 2023

Board Members Present: John Guldemann-Chair, Lan Stong—Vice Chair, James Brookover—Treasurer, Anthony Thomas, Trilby Higby,

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

Vendors Present: Debbie Bond, Wilma Durio, Kerry Guldemann

Visitors Present: No visitors present.

Guldemann: Called to order the Farmers & Crafts Market Board meeting at 6:05 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.

Thomas: 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 3/22/2023.

Stong: Made a motion to approve the minutes of 3/22/2023 meeting.

Brookover: Seconded the motion to approve the minutes.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for Committee reports.

We lost our last treasurer & because of the shift in the board meeting day, the accountant couldn't get the documents to us. We're going to forgo the finance report at this time.

Guldemann: Called for Operations report.

Bradshaw: We are considered a double-down community with the market and NMFMA. We've been signed up to be part of their 2023 Market Ambassador Project. This means we get up to \$4,000 this year to help pay for what Amanda already does which is to promote the Double-up & SNAP program to our customers to help them access fresh foods, recipes, information about what produce is available. Already signed the contract & sent it back.

Guldemann: Do we have to provide proof that we spent the money on specific things.

Bradshaw: Will have to invoice them to let them know what days/hours Amanda works as well as money spent on printing (recipes) can be added to the invoice as well.

Higby: Does this come in one lump sum?

Bradshaw No. Could ask for money up front but will invoice them once monthly and they will pay us.

Has updated the general liability insurance policy. Happened to take a look at it this past week & discovered they still had Andy Hume as the contact and they still had our old building location address. That has all been updated as of today.

Thank you's were sent out to everyone that contributed & helped with the Easter event. It was a lot of fun. The kids had a lot of fun. We were packed literally wall to wall.

We are the 1st market to use the new federal reporting system for the SNAP Double-up Food Buck program We report vendor sales. It used to be that NMFMA was the middle man for reporting our information to the federal government, but now the program is set up for the market to do their own reporting.

Guldemann: We do have a Product Integrity Committee Report

The report lists the members as Bernadette Jendone, Carrie Love as Chairman, Erin Conley & Wilma Durio. Now, as I understand , according to our By-laws, one of the board members has to chair/oversee the committee.

Bradshaw: The board member is the liaison between the board and the committee.

Bradshaw: Read the Integrity Report.... Keep in mind that with our most recent change in evaluation, we will no longer meet monthly or attend new vendor orientation. All evaluations are done as needed during regular market hours. At this time, there is no tracking system in place. The committee will be meeting in May after a Saturday market. Requested if the board has specific items they would like the committee to report.

Guldemann: When they meet, they're going to bring back a report to us.

Would like the committee to present what they feel is important.

Bradshaw: There will be site checks starting up again in May. (Farm checks). Product Integrity will be attending farm checks.

Guldemann: And the farm check is?

Bradshaw: Where we go to the farm. We'll make a run to Demin and do site checks.

Higby: Only on the farms? Will we be doing crafters?

Bradshaw: We only do crafters if there's a concern. That's when we do the crafters.

Brookover: Who do we have from Deming?

Bradshaw: Rockhouse. The cheese people. We've got some up T or C way

Guldemann: When was the last farm check? I've been at this market since 2013 & nobody has ever checked me. I guess I look too good.

Bradshaw: I Will be doing all the ag products. I want to see the ranchers and the farms.

Buono: In doing the ag, are we referring to the home-made bake programs since they also qualify on the program?

Bradshaw: This is something we can discuss this with the Product Integrity Committee, if they want to add the bakers?

Buono: The EBT program covers more than farms and gardens.

Guldemann: Is this a requirement of the EBT program?

Bradshaw: It is something that does help ensure the vendors are doing what they say they are doing. Yes. So we probably should do everybody. It is left to our discretion whether or not we do the checks. We will do everybody on the EBT list.

Buono: They leave it to our discretion.

Bradshaw: I know other markets periodically do site checks so it's something we should do periodically. So we will do everybody on the EBT list.

Buono: There are 48 people on my EBT logs.

Bradshaw: It's time to do site checks. Especially since the 2023, 24, 25 agreements are being renewed as well for the SNAP program and WIC.

Higby: Would it be a big deal to throw in random checks for the craft vendors as well?

Bradshaw: At this particular point it would be a big deal as it will take a couple of months to complete the checks. If there are certain vendors anyone wants checks done, send her a list and we can look at that afterwards.

When she does her site visit, someone from Product Integrity will need to go & if a board member would like to go, just let her know.

Higby: You said you have nurseries. Is this regular plants, not fruit bearing plants?

Buono: There is one nursery that is not under EBT and that Reyes Greenhouse. That's because they don't sell plants under EBT. That's not to say they couldn't be scrutinized as well. They sell plants at the market, they should have a nursery license. He could be checked as well. Would need someone who is Spanish speaking given that he is a Spanish-speaking only vendor. He's really good about having his daughter there and she translates.

Bradshaw: Right not I'm more concerned with making sure our EBT is verified.

Guldemann: There's no old business, so we'll go onto new business.

The 1st item is about the treasurer. Called for a motion first to remove Kelly Muncrief from the PNC bank account signature because she was the former treasurer and she has resigned.

Higby: Made a motion to remove Kelly Muncrief from the PNC bank account.

Brookover: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: We're going to appoint a new treasurer. Our new treasurer that is up for appointment is James Brookover.

Guldemann: Called for a motion to select a new treasurer.

Higby: Made a motion to select a new treasurer.

Stong: Seconded the motion.

Guldemann: Called for a discussion about having James as our new treasurer.

Brookover: I've got a lot of discussion. What do we have to do. What has to be done. Will be gone for 4 months in June, July, August, September. That means I will not be here. I'm not saying we can't get by doing it but that's my concern.

Guldemann: While this is a valid concern, we can abide by that. We'll have the finance report here and we'll have someone read it while you're gone. We have the finance report generated by the accountant.

Brookover: We have this audit coming up also and this will be very important for the organization. What would be done in the case the treasurer is needed to do something while he's not here.

Guldemann: I can cover things.

Guldemann: Called for a vote to approve of James as new treasurer. 4 Ayes. 1 Nay. Motion passes.

Guldemann: Called for a motion to add James to the PNC bank account.

Thomas: Made a motion to add James to the PNC bank account.

Stong: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Asked Karin to talk about the Kids Can Sponsor package which was covered in the email Karin sent.

Bradshaw: Kids Can is one of the programs we sponsor at the market. They are one of our vendors and set up in the 400 block in front of the Museum of Art. It's a great program. Periodically they do these other events. We did do a sponsorship with them last year in December. They've sent us another package asking if we'd like to be another sponsor. Normally they do the business fair on the plaza in the spring and the fall. This year instead of doing it on the plaza in the spring, they're going to be doing it as the Dona Ana Community College at the East Mesa campus. They won't be here this spring but they did still ask for us to sponsor. The packages are bronze, silver, gold, platinum, diamond. Thought we could at least do the silver for \$250.00. Our company logo will be on the event banner & on the website. The event is April 29th.

Brookover: Likes the idea of the silver sponsorship. We do help the kids here and the \$250 helps them.

Thomas: It says here that last year we did the \$500. With the \$250 would you promote this on the farmer's market social media?

Bradshaw: They'll actually send us some stuff and they'll promote it on their website. They've been promoting this on the What's Up NMLC.

Thomas: Fine with the \$250 sponsorship as well.

Guldemann: Called for a motion to sponsor the Kids Can program with the silver package.

Thomas: Made a motion to sponsor the Kid Can program with the silver package.

Higby: Seconded the motion.

Guldemann: All Approve. Aye. Motion passes.

Guldemann: The next item is the ad for the Historic Mesilla Valley Magazine.

Guldemann: Called for a motion to discuss this add.

Stong: Made a motion to discuss this add.

Brookover: Seconded the motion.

Guldemann: Asked for comments. Asked Karin to recap.

Bradshaw: The Historic Mesilla Valley magazine is a brand-new magazine. They reached out to us regarding advertising & Karin gave an overview of the email. This is both a tangible and on-line publication. The sample copy of the magazine sent is written in Spanish as they do not want to reveal the copy at this time. It will be an English publication. Publication is free to consumers and printed monthly. Distribution sites are Ruidoso, El Paso, Deming & Las Cruces.

Guldemann: What are the packages that are offered?

Bradshaw: There's a 1-time, 3-times, 6-times or 11-times because it gets published 11 times a year. Full-page, 2/3 page, 1/2 page, 1/4 page, 1/6 page.

Brookover: What's the 1/4"?

Bradshaw: \$475/month if you do entire year.

Guldemann: You said they're doing it in Spanish?

Bradshaw: No. He has it in Spanish on what was sent but it's going to be an English publication.

Guldemann: Why is that.

Bradshaw: Apparently because they have the content all worked out but they don't want people to see what the content is until it's out.

Higby: Is there a way to find out where the actual distribution places will be?

Bradshaw: I can ask. I think this will be more like where you might find the Neighbors Magazine.

Guldemann: When is the first publication?

Bradshaw: I don't know.

Guldemann: So they're fishing right now.

Brookover: They're fishing.

Stong: They need money.

Guldemann: I think it's sort of a long shot.

Stong: We need to do advertisement anyway. We do have money in the budget, right?.

Guldemann: I don't know how much money we have.

Bradshaw: I would have to sit down and do some calculating.

Guldemann: I think first we need to figure if it's worthy to spend the time.

Higby: At any point can we say we would like to do it?

Guldemann: We got the introductory offer. They might give it to us cheaper.

I wouldn't want to do this unless we see how they do once the publication is out and we see how they do. That's my personal opinion.

Brookover: I agree with you. I don't want to throw out a year contract and not have anything bite. But at the same time, it's interesting and I wish them well. I wonder if they put these in the hotels and stuff.

Guldemann: That's what I figure, hotels.

Thomas: Do they have an online option?

Bradshaw: Yes.

Thomas: Is it functioning or still developing?

Bradshaw: I'm not sure on that one. It's still in production. I think it's ready they just haven't launched it yet because they magazine itself hasn't launched yet.

Durio: How does that price compare with Neighbors or New Mexico Magazine?

Bradshaw: New Mexico Magazine is expensive. Seriously expensive.

Durio: New Mexico Magazine was a one-time shot.

Bradshaw: True. The thing we did with New Mexico Magazine was their Tour Guide. Special Adventure Tour Guide. Just a one-time thing.

Stong: We should talk about this. It might be good.

Bradshaw: I can talk with them, ask them questions about distribution.

Brookover: I think that's important. If they're going to be putting the publication together, it needs to be something that will catch someone's eye.

Bradshaw: I've got a copy of it in the computer. It's just in Spanish. I have a copy of what the first one looks like. They're ready. They're just getting the advertising together.

Guldemann: I think just the idea of it being in Spanish is idiotic.

Bradshaw: No, it's not in Spanish.

Guldemann: I know but just the fact that they did it that way, I don't think we should even consider them. It's ridiculous. I don't think we should consider them at this point. We can wait until they have a track record. Those things are fly-by-night.

Bradshaw: That's fine.

Guldemann: Do I have a vote all in favor (0). Nay (5). Motion failed.

Guldemann: We can keep a look at this publication for future references.

Guldemann: Next motion was brought up last time for business cards for board members.

Guldemann: Called for a motion for discussion business cards for board members.

Thomas: Made a motion for discussion for business cards for board members.

Brookover: Seconded the motion.

Thomas: Sits on other boards and feels it is professional to have business cards as a board member that we can share with people. Or we could do a QR code on our phone so that no matter where we are, if people want our contact information, they can scan our phone right there. I understand with this being a non-profit board there's no .org email that's tied to the farmer's market or phone number. We provide a Gmail at the Green Chamber. It's up to everyone's discretion. I think it does add a little bit of professionalism if we had a business card or QR code.

Guldemann: Agrees with the professionalism aspect.

Stong: Only problem is if a board member just disappears, even if we print 20 cards, what do we do with them.

Guldemann: It's important that the board members take the responsibility and hand them out and not leave them on the shelf at home.

Higby: She's talking about like we just had 2 that up and left. So we print the cards and we're stuck, we've already paid for them.

Guldemann: That's another point. If we do have them, board members need to make sure to hand them out. Also, cost-wise, we could go through 20 board members in a year and it could be spaced out where they all get cards and then they quit.

Thomas: Discussed the market manager and office manager having cards.

Stong: They have cards.

Higby: Suggested a generic card that says Board Member.

Guldemann: With the generic card, board members would be able to put whatever contact information on the card they wished to share.

Brookover: The cards are not expensive if you go with Vistaprint. \$10 for 500 generic cards.

Board members could list the market email and individuals could write to that specific board member through this email.

Bond: If you did that for the board members and left them spaces, they could put their phone number & their email because now it all just goes through the office.

Guldemann: That would be up to the board member what contact information they want to give out. If he's handing them out he can put on what he wants.

Bond: Each board member could put that on there—how they want to be contacted.

Guldemann: Yes. That would be up to the board member. If not, at least it gives them a contact number here at the market office because we'd list that information.

Bond: Except for Anthony, the board members are vendors and may have their own business cards. Anthony is not a vendor & for him to let people know that he is a board member. We're all at market every Saturday & we pass out cards which have their contact information. For community board members to let people know their contact information it is a good idea since they're not at the market every Saturday.

Brookover: For 500 cards for \$10.

Bradshaw: They could have the FCMLC logo on it & board of director/board member on it and the market phone number/email.

Bond: It...

Guldemann: Told Debbie he would like her to wait until the end of the meeting to come up with these long-winded comments.

Bond: I'm not being long-winded, I just said...

Guldemann: We don't need that comment with this. We need to pass this motion and go on with the meeting so we can go home.

Guldemann: Called for a vote to have generic business cards and not specific to board members and let board members add whatever contact he needs.

Guldemann: Do I hear a vote. All in favor (5) Aye. Nay (0). Motion passes

Guldemann: Opened the floor for board member comments.

Thomas: Will be out of state next week. Will have time tomorrow and Thursday afternoon to meet with Grant committee. Can send an email out to the Grant Committee to find out what time works.

Brookover: Not available the next 2 days. I want to help but can't help the next 2 days.

Guldemann: Available Thursday.

Buono: Available when she is needed. Available until 4:00 and after 5:30.

Thomas: Will send an email out to firm up the time for Thursday.

Guldemann: Opened the floor for vendor comments.

Durio: I have three things. First, inquired about the audit.

Bradshaw: The Agreed Upon Procedure contract apparently required some changes on the contract itself. As soon as they get the updated contract, it will be sent to us to be signed

Durio: We're ticking away the months, aren't we?

Guldemann: Reminded everybody this is not an audit as everybody refers to it as. It is an Agreed Upon Procedure. For the record it is not a real audit. We don't want any confusion.

Durio: Second, the newsletters have not been posted on the website since July, 2020.

Guldemann: Asked Karin if the newsletters are on the website.

Bradshaw: No.

Guldemann: Do we have those in our P & Ps that we need to have them posted, Karin?

Bradshaw: No.

Guldemann: There's nothing in stone that we need to do that?

Bradshaw: No, but I'll work on getting it updated. It's on the list

Guldemann: Do we need to update the P & Ps to make it official or do we just do it?

Bradshaw: No. We can just do it.

Durio: It's been done in the past.

Guldemann: Was it Covid?

Durio: In 2020 is when it stopped being done.

Bradshaw: During Covid is apparently when it got stopped.

Guldemann: And those are posted each week on the website. That's what we're talking about?

Guldemann: Do I have any comment on that from the board?

Higby: Thinks it would be a good idea.

Guldemann: It's nothing official, but we can sure do that.

Durio: Number 3. If we, the gallery, cannot make comment when you are all discussing motions and you vote on something before you hear our comments how...

Guldemann: Because the board meeting is for the board members. The vendors are invited to come. We do not want to unduly influence board members with comments here. If you want to comment on something, comment on it with the board members before the meeting. If all goes through, you can always come back and get on the next agenda, address that problem and we can vote again. But for the smoothness of this board meeting, to get it done and out of here, we don't want to clog it up with a lot of back and forth and back and forth.

Guldemann: Our next board meeting is scheduled for May 16, 2023 at 6:00 pm.

Guldemann: Called for a motion to adjourn the meeting.

Stong: Made a motion to adjourn meeting.

Brookover: Seconded the motion.

Guldemann: All Approve. Aye. Motion passes.

Meeting adjourned at 6:50 pm.

Meeting minutes written by Kelly Sontheimer, Secretary.