

## **Farmer's & Crafts Market Board Meeting October 17, 2023**

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

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

**Vendors Present:** Wilma Durio, Sylvia Henrickson

**Visitors Present:** No visitors present.

**Guldemann:** Called to order the Farmers & Crafts Market Board meeting at 7:05 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.

**Stong** 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 Committee reports. Operations and Special Events.

**Bradshaw:** We've got one more night market, Nov. 15<sup>th</sup>. We had 55 vendors in Sept. In Oct we had 44. Nov 15 will be the last one for this year. I already have tentative dates for next year.

There will be no market Nov 11. Special Sunday market instead. This is because of Veteran's Day.

I also have started booking for next year. Christmas day will be a Wed next year. I've tentatively scheduled the market for Tues 12/24 from 9:00-2:00.

**Guldemann:** Election Committee.

**Stong:** We have 4 nominations and 4 openings.

**Bradshaw:** The bios will go out in the next few days.

**Guldemann:** Marketing.

**Bradshaw:** Our Facebook campaign is continuing. The new rack cards have arrived. We'll have a radio remote for Shop Small Business Sat.

**Guldemann:** Finance:

**Brookover:** I've got questions on this thing but have to wait until the lady is in. Because of the way we get our money from vendors it shows we gathered up 12,000 in September. When I look at accounts receivable it shows 17,000.

I have one question. We had something here on the gross wages that is about 3,000 more than it's ever been.

I noticed we were about 1,600 more on advertising than it has been in the past.

**Bradshaw:** That's printing the rack cards.

**Guldemann:** We had a board member resign, Trilby Higby. She resigned Oct 11.

**Guldemann:** New Business.

We're going to talk about radio advertising.

**Bradshaw:** The way we work with radio is last year we had 6 remotes. This next year is Feb 10, Dec 21, Nov 30, Mar 30, May 25 and August 31. Do we want to continue to do the 6 remotes and additional advertising. Bravo Mike 1 year contract is 19,000 and that is with commercial every week and 6 remotes.

With Adams, it's 12,000 flat if we do 12 months. For additional remotes it would be 17,000.

**Guldemann:** What I can gather, Bravo Mike has the best outreach.

**Bradshaw:** I would like to do both, but I would like to do 6 months with each of them. That way we would get all the radio stations. Adams would do this. I'm trying to get Bravo to do this.

**Guldemann:** We can table this and vote later.

**Bradshaw:** What I recommend is you accept Adams' proposal of 6 months and wait to see if Bravo Mike works with us. If Bravo Mike does not, then we can extend Adams to 1 year.

Our contract we already have with Bravo Mike is through the end of the year.

**Guldemann:** Do I hear a motion to accept Adams' proposal for 6 months?

**Thomas:** Made a motion to accept Adams' proposal for 6 months.

**Brookover:** Seconded the motion.

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

**Guldemann:** Next item is our annual meeting coming up in December.

**Bradshaw:** You guys have to choose a date. We want to have it the same place. The 5<sup>th</sup>, 6<sup>th</sup> or 7<sup>th</sup> are the options.

**Guldemann:** Suggested December 5<sup>th</sup>, Tuesday.

**Bradshaw:** Menu. Traditional buffet or hot buffet.

**Guldemann & Bradshaw:** Read the menu options.

**Bradshaw:** Both choices are \$22 per guest.

**Guldemann:** We need a motion to accept the menu and date for the December 5th meeting at the NMSU golf club house.

**Brookover:** Suggested we dress up or do ugly sweaters. Make it more fun for people.

**Thomas:** We could do an ugly sweater contest.

**Guldemann:** We need a motion to accept the menu and date for the December 5th meeting at the NMSU golf club house.

**Brookover:** Made a motion to accept the menu, date and location for the December board meeting.

**Thomas:** Seconded the motion.

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

**Guldemann:** The next item is the LaCasa sponsorship.

**Bradshaw:** Very simple. As we have in previous years, we'd like to do the 1,000 sponsorship. We give 1,000 in gift certificates. They provide us with a table. Amanda works Friday night and I work Sunday. We have bags with information to give out.

**Henrikson:** This is their biggest fund raiser. This really helps LaCasa out a lot. It's really appreciated. LaCasa deals with domestic violence in town. Last year they had 200 families in service. They help kids, women and men.

**Guldemann:** Called for a motion to sponsor the LaCasa event.

**Brookover:** Made a motion to sponsor LaCasa.

**Thomas:** Seconded the motion.

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

**Guldemann:** The next item is Kid's Can.

**Bradshaw:** We have the junior vendor Kid's Can. They are once again doing their big business event on the plaza. Dec 9<sup>th</sup> The Price is Right. I'm thinking we can do \$250 sponsor package. Helps young ones learn business skills.

**Brookover:** I think it's important to support the kids.

**Guldemann:** Called for a motion to sponsor Kid's Can at the \$250 Silver level.

**Brookover:** Made a motion to sponsor Kid's Can at the Silver level.

**Stong:** Seconded the motion.

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

**Guldemann:** We had a change in our P & Ps regarding vouchers. Taken out will be "up to 2 vouchers may be purchased with cash". We'll replace it with, "vouchers may be purchased with cash, check, money order or credit card".

**Guldemann:** Called for a motion to change our P & Ps regarding our vouchers.

**Thomas:** Made a motion to change our P & Ps regarding our vouchers.

**Stong:** Seconded the motion.

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

**Guldemann:** Called for board member comments.

None

Vendor comments.

**Durio:** According to the Bylaws, at the beginning of a board meeting following a special session, the board is supposed to announce what the special session meeting decision was.

**Bradshaw:** There was no special session. Once in a while it's been announced at the next meeting.

**Durio:** This was the next meeting.

**Guldemann:** Asked that we look under the Bylaws regarding closed session rules.

**Bradshaw:** General information regarding the results of the meeting will be announced in the next meeting.

**Guldemann:** General information will be announced. That's what it said. Since it landed like this, this is the next board meeting.

We had a board discussion about a conduct issue and a determination was made about a conduct issue.

**Guldemann:** Next board meeting will be November 21, 2023.

**Guldemann:** Called for a motion to adjourn meeting.

**Stong:** Made a motion to adjourn meeting.

**Brookover:** Seconded the motion;

Meeting adjourned at 8:15 pm.

Minutes submitted by Kelly Sontheimer, Secretary.