FCMLC Board of Directors Meeting October 24, 2024 Minutes

Board Members present: John Guldemann-Chairman, Lan Stong- Vice Chair, Michelle Pittsenbargar-Treasurer, Josh Switzer, Dave Kerr, Catalina Diaz( Zoom)

Staff present: Karin Bradshaw-Market Manager, Amanda Buono- Office Manager

Vendors present: Vivian Stong

Guldemann: Called Meeting to Order at 6:01 PM

Guldemann: Read Conflict of Interest Inquiry and Privilege of the Floor

Guldemann: Called for Amending of the Agenda. Add #5- MDV- Annual Meeting/Party. #6- MDV- Kids Can Sponsorship. #7- MDV- Feather Flags. #8- MDV- Las Cruces Sun News Ad

Guldemann- Called for Approval of Amended Agenda

Switzer- Motion to approve amended agenda

Stong: Second

Guldemann: All Approve. Aye. Motion passes

Guldemann: Called for Approval of the Minutes

Stong: Motion to approve the minutes from September 16, 2024

Kerr: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Committee Reports. Operations

Bradshaw: New vendor intake is done for the year. We have started a waitlist and will resume next year. With the new requirements for food trucks we will wait until next year to bring in any new ones. We did have 2 trucks leave. This year’s evening markets were fun, but both the customer turnout and vendor turnout were low compared to last year. Reasons could be the economy, and it is an election year. I do not recommend we continue with them next year.

Guldemann: Finance

Pittsenbargar: The numbers appear to be good. Any questions?

Guldemann: Long Term Strategic Planning. I will read the minutes from the meeting into the record.

Attendance: John Guldemann- Chairman, Josh Switzer, Dave Kerr, Karin Bradshaw- Market Manager

The mission and purpose of the committee is to ensure the viability of the market for the future. Goals are: 1) Increase Agricultural vendor participation. 2) Create outreach programs that benefit the community. 3) Create sponsorship packages to increase revenue. 4) Search for and apply for grants that help the market provide for the community and our vendors. 5) Start a building fund so that indoor retail space can eventually be provided for the vendors. 6) Create an online retail shop for our vendors. It was decided that sponsorship packages for both individuals and businesses need to be created first. And that the retail building space fund idea needs to be presented to the Board for their review and approval.

Guldemann: No Old Business to discuss so New Business

Guldemann: I need a Motion for Item #1

Kerr: Move that when the CDs mature, we designate one of the $10,000 as our building fund starter.

Stong: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Discussion for Item #2 and #3. Adams Radio and Bravo Mic Radio Contracts.

Bradshaw: Adams Radio is offering the same contract for 2025 at the same price as this year. Bravo Mic has 2 offers but both cost more, do not provide as many remotes and some of the broadcasting/market sponsor options are for a Sunday, which do nothing for a Saturday morning market. Plus, if we add the Pet Costume Contest as a remote, the cost is still less than the cheapest Bravo Mic offer. Plus the market sponsorship add-ons are at no additional cost.

Guldemann: I need a Motion

Pittsenbargar: Move to approve the Adams Radio Contract for 2025.

Stong: Second

Guldemann: All approve. Aye. Motion passes. Item #3 fails. Motion for Item #4

Pittsenbargar: Move that we use $100 from Nusenda Sponsorship to purchase gift cards from PetSmart for the Pet Costume Contest prizes and $100 in market gift certificates for the prize packages

Kerr: Second

Guldemann: All approve. Aye. Motion passes. Motion for Item #5

Pittsenbargar: Move that the budget for the annual meeting be up to $2500, that the meeting be at the Santa Fe Grill Restaurant in Picacho Hills and that the meeting be on Thursday, December 5, 2024.

Stong: second.

Guldemann: All approve. Aye. Motion passes. Motion for Item #6

Stong: Move that we do the $250 silver sponsorship package for the Kids Can Whoville Event on December 14th

Pittsenbargar: Second

Guldemann: All approve. Aye. Motion passes. Motion for Item #7

Pittsenbargar: Move that we approve the purchase of 4 feather flags featuring Nusenda on 2 of them and the market on the other two

Switzer: second

Guldemann: All approve. Aye. Motion passes. Motion for Item #8

It was determined that the cost for advertising and the perceived lack of customer reach and interest for the Las Cruces Sun News did not warrant the expenditure for the ads about our 2 1st place wins in the 2024 Community Choice Award Best of Mesilla Valley in Event-Local and Tourist/Seasonal Attraction-Local.

Guldemann: Next Board meeting is November 19, 2024 at 6pm. Motion to Adjourn

Switzer: Move to Adjourn.

Stong: Second

Guldemann: All approve. Aye. Motion passes

Meeting adjourned at 7:01 pm

Minutes by Karin Bradshaw