

Farmer's & Crafts Market Board Meeting August 15, 20223

Board Members Present: John Guldemann-Chair, Anthony Thomas, Debbie Bond, Lan Stong—Vice Chair (via Zoom). Trilby Higby (via Zoom)

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

Vendors Present: Michelle Pittsenbargar, Dave Black, Elisa Herrera, Sylvia Hendrickson.

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 motion for approval of the agenda.

Thomas: Made a motion to approve agenda.

Bond: Seconded the motion to approve agenda.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for a motion to approve the Board meeting minutes of 7/18/2023

Stong: Made a motion to approve the minutes of 7/18/2023 meeting.

Thomas Seconded the motion to approve the minutes.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for Committee reports starting with Operations Committee.

Bradshaw: Special Events. Still getting everything set up as far as entertainment is concerned for the evening markets. The sign-up sheet has gone out for September. As soon as I get an idea what it's going to cost, I'll send an email out to you guys for approval for the payment for the DJ for September 20th.

Guldemann: That's it. Okay.

Bond: I know we're going to talk about more later on, but are there any other events planned for Saturdays during the day?

Bradshaw: Not until October. We're just starting the groundwork on that.

Guldemann: Okay. Is there anything from Quality Control?

Bradshaw: The only thing I can say is any new vendors, unless they are agriculture, are on a wait list. There will be no new vendor intake until after the 1st of the year.

Guldemann: Okay.

Bond: Karin, do you know the number of how many spaces we have compared to how many vendors we have?

Bradshaw: I've not actually done that number. Let's put it this way, we have on our list almost 174 vendors and another 115 temps. And of course, the things is, each temp and vendor takes up a different size. Some singles, some are doubles, some are triples.

Bond: So, when you're cutting off orientation and we're not bringing in even temps to have a possibility to sit in an empty..

Bradshaw: I have 115 temps on the roster. If those 115 temps show up, I need to ensure they have a space which means all my back-up and overflow spaces will be utilized.

Bond: Why do we have to ensure the temps have a space? If they're a temp, they're a temp. If they come and we have a space for them..

Bradshaw: We won't turn anybody away if they are a member of this market.

Bond: I understand that. To be a member yes, but if they're a temp...

Bradshaw: If they show up, they're guaranteed a space.

Bond: So, you're counting our perms and our temps for our whole number of spaces?

Bradshaw: Yes.

Bond: Ok, that answers the other question.

Bradshaw: And that includes our back-up spaces. Spaces we have not used.

Bond: I know because of the heat we've had a lot of empties. There are times we have a lot of empties. We used to have a list of temps like crazy..

Bradshaw: We have a list of temps of temps like crazy.

Bond: Okay, thanks. That answers my question.

Guldemann: Okay, marketing.

Bradshaw: As you guys agreed, we have contracted with NMSU to be in their visitors guide with a ¼ page ad. I'm still waiting for their ad department to get a hold of me so we can get the ad designed. And then Labor Day weekend, September 2, there will be a radio remote here at the market with Bravo Mike, 101 Gold. I did get with them today and we are in the process of working on some new ads.

Guldemann: Okay. Our finance/investments/treasurer chairman is not here. Did everyone get the treasurer's report?

Bond: I didn't get it.

Thomas: I didn't get it.

Bradshaw: I could have sworn Sharon sent them. I'll make copies.

Bond: If James would have been here we probably would have gotten a report on the agreed upon procedure. Is that finished yet, do you know? It was supposed to be done by July 31st.

Guldemann: I thought James said last time..

Bradshaw: It's going to take another month.

Bond: So, August 31st?

Bradshaw: Yes.

Buono: We now have Trilby (on Zoom) as well.

Guldemann: Old Business. Events that we previously discussed on 5/16. Do we have comments?

Bond: Amanda had a lot of events that she wanted to do and the board voted on it, but then time got away and so some of them the time has gone past.

Guldemann: So when were the events voted on?

Bond: When were they voted on?

Guldemann: Yes.

Bond: On that night, on the 16th. And then Karin and I discussed the dog, or the pet parade for in the fall when it cooled down. And that's the one I'm concerned about being done (I know that time has gone by for some of the events Amanda wants to do like for the school children because they've already started school). I'm concerned about not enough being done for the Saturday markets. I know the Wednesday night markets are taking off which is great for the people who want to do night markets, but I don't think we've got enough going on for the Saturday markets. So the pet parade is one that I wanted to be sure that by October we got established but you know, it's the event committee that does all this stuff. But I was willing to talk to them or do whatever they wanted me to do, tell them how we did it in the past. Sylvia was part of that and it went over really good.

Buono: We do have a pet costume contest set up for Halloween and perhaps we tie that into it.

Bond: Well that's what we did. With the pet parade was the costumes. The committee went and got a lot of the animal people in town and got different pet supply stores in town to donate. The public really loved it. It went over really well big. Part of it was that when people came they had their dog dressed up and they were dressed up the same. It got us a lot of publicity too. So I didn't want time to get passed and not be able to do something worthwhile and get something out to our customers to let them know.

Bradshaw: For Halloween, the last Saturday in October, we have a pet costume contest. It wasn't a parade; it was a contest. Amanda has found stuff on line for prizes.

Guldemann: Okay.

Bond: So you are working on that?

Bradshaw: Yes.

Bond: And the event committee also working on it with you?

Bradshaw: They're working on the night market.

Bond: That's all they do, the night markets?

Bradshaw: No that's just as far as we've gotten.

Bond: So the last Saturday of October?

Bradshaw: Yes.

Guldemann: Okay. New business. We have a discussion about committees. Kelly wrote me a note because she wanted to have a discussion about this. She thought that Karin was too overloaded having to be in all these committees. Of course it says in the by-laws, a board member is supposed to be the liaison between the board and each committee. And the liaisons we have now is Lan, Operations; Product Integrity is Lan; Finance is James; and Marketing is me. So I don't know exactly how we can split this up anymore, but we have that in place. I'm not sure what else Kelly wanted to discuss about this because she's not here. We do have all this in place. Reports on these committees should be brought to the attention of the board when there's something to report. I don't expect a

report on nothing. So we want to encourage these committees to keep working. And then we have some ad-hoc committees. We have the ad-hoc committee Tony is liaison on, the Lamp grant.

Who's orientation?

Guldemann: Orientation is part of operations.

Bradshaw: There is no committee for orientation, it's part of operations. Product integrity is for overseeing and reviewing vendor applications.

Guldemann: There's only four committees we're required to have and we have those covered. There's one ad-hoc that I know of. Is there another ad-hoc committee?

Bond: Special events is an ad-hoc, isn't it?

Bradshaw: No, special events is operations. Product integrity is quality control.

Bond: That got changed when Tiffany was market manager. That was not how it was but she changed it. So that's why there's a difference there.

Guldemann: No, the board changed it. It's in the by-laws.

Bradshaw: The board is in charge of the committees. They chose to change the descriptions of the committees.

Guldemann: The description of the committees, if you read them, it tells you a lot. So, does anybody have any other comments on committees?

Bond: Can we postpone that until the next meeting in case Kelly wants to give her presentation or whatever she wanted to do, so that she would have a chance to speak on that?

Guldemann: We can put it on Old Business if she wants to. Any other board comments?

Thomas: Karin and I talked with Carrie Hamblin about our campaign for the farmers market and being voted #1.

Guldemann: We should bring that up with the campaign you have for the voting. I think as the board one of the things we can do is help with the voting any way we can. I think that's a great thing for the market.

Bradshaw: Carrie discussed some social media campaigns we can do. She recommended we use the vendors to help. I've got the language; I just have to sit down and start creating the campaign. You can actually schedule it so that every couple of days a new one will come out on Facebook and Instagram.

Guldemann: Does that mean you can go on Facebook or Instagram and you can vote?

Bradshaw: The link will be there. Vendors can share it on their page with their followers. That's why I went around and was taking pictures of our farmers, our crafters, our musicians.

Thomas: Shared what they have been doing with the QR codes.

Bond: I showed you what I gave to the vendors on my block. I printed up what was in the newsletter and gave to a lot of vendors in my block to give to their customers; it had the link on it.

Bradshaw: We have the QR codes where they can just walk over with their phone, use their camera, hit the button and it'll take them right to it.

We've stalled. Out voting has stalled.

Guldemann: I think that's normal. We're still the 1st in New Mexico.

Bradshaw: Yes, and I think we'll probably stay that way. The next closest market is Roswell with 14 votes. We're 734 votes.

Bond: We're having safety issues at market. What else can we do? Does the city pay for that guy that walks around or do we?

Guldemann: City.

Bond: I don't see him doing us any good. It's nothing personal against him. I just don't see it. He walks around and talks to vendors and he has a radio, right? We're having issues. There was a big issue Saturday in the parking lot. I know the parking lot is public, but, when we all leave there...we usually have money when we come in and hopefully a whole lot more when we got out. I don't understand why the city doesn't see us needing more security.

Buono: The time cuts off at 1:00.

Bond: I know, but we don't even drive in until 1:30.

Buono: In understand that, but he can't guard if he's not there.

Bradshaw: That's not the issue. The thing is though what you have to understand, we are a non-profit. The city has a policy where legally they are not allowed to help with a non-profit so we have a work-around in order to have city provide us with security. He walks the market. The problem is he is only one person and he walks the entire 7 blocks.

Bond: So has the board considered.. you know we're not poor, we've got money...that we need to hire our own security?

Bradshaw: It's \$27.50 an hour.

Guldemann: \$27.50 an hour. I don't think so. Give me another instance of a security problem besides the one you just mentioned.

Bond: We've had people robbed or their purses taken.

Bradshaw: When he knows, he responds. When we know, we respond the best we can. What you have to understand is that this is 7 blocks.

Bond: I understand that, that's why we need more security. We're 7 blocks long.

Bradshaw: Like I said, it's \$27.50 an hour.

Bond: Well I guess we're going to wait until there's a really dangerous issue before we address it or do something about it. In my opinion, it's scary.

Guldemann: We're a soft target.

Bond: Oh, I know we are.

Guldemann: It's a problem. We'd have to spend more than \$27.50 an hour because we'd need 2 or 3 of them.

Bradshaw: A minimum of 3. One for each side of the mall and one down the center.

Bond: Well security and our staff keep our eyes out. I know you walk around the market more than any market manager I've seen. You're back and forth and back and forth. And Amanda is doing the same thing in the morning until she has to be at her booth. But in my opinion, our security is terrible, terrible.

Bradshaw: You guys have the option of paying for security. They are more than willing to provide it for us but that probably means that in order to pay for it, you guys will have to increase your fees.

Bond: We have a lot of money in the bank.

Bradshaw: You do not take our money you have in the bank.

Guldemann: Well we can take it out for safety and spend it all. Then we won't have it. That's what we're worried about.

Bradshaw: That's something you have to understand, we do not spend more money than you bring in. We have a cushion. At the end of the year we have about a \$10,000 cushion. And that's depending on how much we spend on advertising. That's one of the reasons this organization is here, to ensure our vendors make money. In order to do that, we need to make sure everyone knows this market is here. Also, part of the agreement with the city of Las Cruces is we have to spend a certain amount of money.

Guldemann: I think the City of Las Cruces is letting us down.

Bond: Has that been approached?

Bradshaw: The city has been approached today with this issue.

Thomas: This is a public event so doesn't it warrant Las Cruces police department to provide security?

Bradshaw: No. They will walk through on occasion. They will cruise around on occasion. But you also have to understand the LCPD are understaffed. They are not even staffed as well as they should be. They are dealing with issues. They have to deal with other issues besides security at the market. When they can they walk through. We do occasionally see them.

Guldemann: Well, they did have an officer respond this past weekend. I don't know what we can do to help that lady out that wrote you the email. I wasn't sure who she wrote it to.

Bond: Well there was a mistake in the board address and that was my fault because she called me and wanted the board email. I sent her the one without, I didn't realize the inc one went to the board. Then she said she had heard nothing back. Then I sent it out the way I send it to the board. Her concern isn't having you help her, her concern is safety for everyone. I know we're a soft target, we've been a soft target for years. The downtown business people are having trouble. Bricks have been thrown through windows.

Bradshaw: Trust us, we know. I go to meetings where this stuff is concerned. And just like everybody else will tell you, city council. There needs to be changes at the city council level and the laws. I've had PD say to my face, "I'm sorry, this is not market property, this is city property, they're allowed to be there, I can't remove them".

Bond: So, our vendors need to know through a newsletter if they have an issue with safety, start going to city council meetings.

Bradshaw: Communicate with city council.

Bond: When you give a report, and you gave a good report, and there were a couple things you did the last time that you didn't do this time, but you were told to make it brief, I understand all that. But, while we're giving reports, you, not me, to city council, that's a time we could throw something in also. We need to show them our concerns also and not just give a report on WIC and EBT, the food programs and all that.

Bradshaw: That's just it, those presentations, that's what it's for. That's what it's for. Nothing extra. Our liaison helps. He got a copy of the email you sent. It got forwarded onto the city.

Bond: But that's not the only issue. Safety is an issue. We talked a long time ago about having meetings with the PD. about if we had a catastrophe.

Guldemann: We have no emergency plan in place and that's what we need.

Bradshaw: Duck and cover and run. We have attempted to do that and nobody could ever coordinate it.

Bond: If we could try that again with the board and block captains. Dave and I talked about it.

Bradshaw: I will talk to my PD guys. There are a couple I can talk to. I'll see what we can do.

Thomas: We could involve the PD and work on an emergency plan for an active shooter or whatever. There are various scenarios we could run through. If the PD already had a presence...

Bradshaw: They can't get enough young ones to sign up. They're having a hard time keeping and recruiting. They're about 23% down.

Bond: So the city council is the way to approach it.

Bradshaw: Yes.

Bond: Are you opposed to, and it would not be me, putting together some kind of letter asking vendors to sign it to get this on a city council meeting agenda to talk about?

Bradshaw: You can, well the thing is we're discriminating, you have the issue of once again showing favoritism toward an organization...

Bond: Well like he said a public event for the city, with all the advertising we do...

Bradshaw: You also have to understand like I said, there's...

Bond: Cameras, that kind of thing, not police officers...

Bradshaw: I have no idea why they stopped doing cameras.

Guldemann: We need to table this or bring it up on new business if we're going to take this long to talk about it. Any vendor comments?

??? I would like you guys, this would be for record keeping, whoever is on Zoom you should announce it at the meeting because I bet you don't have one person's name except for board members.

Guldemann: I can see it.

Buono: I wrote it down when you came on and as the board members logged in I let the board know who was there.

Hendrickson: I have one other thing. Has anyone been to the convention center lately? This is not a good picture because the light was showing. This is really a good picture. When you walk in the 3 double main doors. The 1st post there is the most beautiful picture of the farmer's market. The market is right there, front and center.

Several individuals talking at once, unable to determine individual comments.

Guldemann: Next board meeting is September 19th, 2023.

Thomas: I appreciate any effort the board can make for the safety of the market. Please take that seriously.

Guldemann: We take it seriously.

Pittsenbargar: I'm just checking that the barricades from farmer's market aren't left until Monday morning?

Bradshaw: Correct.

Guldemann: Called for a motion to adjourn.

Higby: Made a motion to adjourn.

Stong: Seconded the motion.

Guldemann: All Approve. Aye. Motion passes.

Meeting adjourned at 6:42 p.m.

Minutes submitted by Kelly Sontheimer, Secretary.

