

Farmer's & Crafts Market Board Meeting September 19, 2023

Board Members Present: John Guldemann—Chair, Lan Stong—Vice Chair, James Brookover—Treasurer, Kelly Sontheimer—Secretary (Zoom), Anthony Thomas, Debbie Bond, Trilby Higby (Zoom),

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

Vendors Present: Wilma Durio, Kerry Guldemann, Waleska Ramirez (Zoom), Unknown (Zoom)

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.

Stong: 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 8/15/2023.

Bond: Made a motion to approve the minutes of 8/15/2023 meeting.

Thomas: Seconded the motion to approve the minutes.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Called for Committee reports. Operations.

Bradshaw: The American Farmland Trust voting has concluded. We accumulated 1,202 votes which put us #27 nationwide, 3rd in SW region and 1st in state of NM. That will generate us a \$100 check for 1st in the state.

Tomorrow night is the evening market.

Guldemann: Quality control and product integrity.

Bradshaw: That will be under new business.

Guldemann: Marketing.

Bradshaw: We have started a Social Media campaign featuring our vendors. Includes a photo and text. Carrie H. helped. A short promo for vendors. Name, business name, general location. Encouraging customers to stop by and say "hello". It's on Facebook.

Guldemann: Marketing and Investing.

Brookover: I went through July and met with Sharon and she answered my questions. One question was that in July we had a net income of minus \$18,000. In August we lost \$11,000. Balance sheet shows net income minus \$30,000. I don't know what we were like last year. I realize we're getting ready to have money coming in so that will approve. What was our negative last year at the end of the year? Concerns me that we're not making any money.

With the Agreed Upon Procedure, everything has been handed in. There are no major hiccups. Looks like we're going to be in pretty good shape. Just needs to be signed off on.

Everything balances out.

Guldemann: These balance sheets mirror themselves every year.

Guldemann: New Business.

We need a discussion and vote on advertising with the BBQ cookoff.

Bradshaw: There's going to be a BBQ cookoff and cornhole tournament on the plaza on Nov. 4th.

All proceeds go to Special Olympics. I thought you guys might consider doing a \$250 sponsorship.

Guldemann: We need a motion to accept this \$250 sponsorship.

Higby: Made a motion to accept the \$250 sponsorship.

Stong: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: Election Committee. We need a motion to create the election committee.

Brookover: Made a motion to create the election committee.

Bond: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Bradshaw: I will put out the call for nominations. It will run November 14-November 18th.

Guldemann: Motion to have a discussion and accept and vote on P & P changes.

Brookover: Made a motion to accept P & P changes.

Thomas: Seconded the motion.

Bradshaw: I have some recommendations.

We have 2 different changes. Under Arts & Crafts, provides the finished product has been altered or creatively enhanced by their own actions. Photographers will have to start with their original photo. Final approval of product will be approved by product integrity. Recommendations that a grace period of 6 months to give them time to comply with new policy change.

The other recommended change is for temporary vendors. Temporary vendors will be required to attend the market for a minimum of 4 times during the year. Agricultural vendors are exempt. Recommending that this goes into effect immediately and will need to be met during this calendar year.

Guldemann: All approve. Aye. Motion passes.

Guldemann: We need a motion regarding the contract for renewal of the rack cards.

Brookover: How much was it?

Bradshaw: \$1,597.08. Same as last year. Same discounts. No change.

Guldemann: I need a motion to accept the contract for renewal of rack cards.

Brookover: Made a motion to accept the contract for renewal of rack cards.

Stong: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: We need to talk about the new rack card design. We need a motion to accept the new rack card design.

Stong: Made a motion to accept the new rack card design.

Brookover: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: I need a motion to discuss the printing of the rack cards.

Bradshaw: Since we're getting to get a new design of the rack cards, we need to get new cards printed. I'm suggesting we get 35,000 printed. We'll use the same company. It will cost \$1,347.00 plus tax. 30,000 will be sent to distribution and 5,000 will stay in the office.

Guldemann: I need a motion to accept the contract for the printing of the new rack cards.

Bond: Made a motion to accept the contract for the printing of the new rack cards.

Thomas: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Guldemann: We need a discussion on the mission statement. Debbie pointed out it is in the P&Ps. It is usually before the bylaws. I think it's worth discussing our mission statement.

Brookover: Read the mission statement.

Guldemann: Does everybody like the mission statement. Does it cover everything we do?

Brookover: I think it does but needs to be before our bylaws.

Guldemann: Does it say anything about our community service?

We have community service and it's not mentioned in there. There are somethings we could change to make it an updated and more relevant statement.

Bond: I agree because we do a lot of community outreach.

Guldemann: We don't want to get too wordy on the mission statement but it should reflect what we're doing.

Brookover: Suggested we talk keep working on this and talk about it at the next meeting.

Thomas: I agree. Suggested we should talk about our goals, where we are and where we want to be.

Bradshaw: Suggested the board members email each other as they come up with thoughts and ideas.

Guldemann: Would also like us to think about is long-term planning and long-term financing. What is our goal and where can we obtain long term financing. There are lots of things we can do regarding fundraising. Where do we want to be in 50 years. We've been here for 50 years and we should look at the direction we are going. We have been looking at a \$10,000 profit every year. What are we gathering that money for? Where are we going with that? We need to figure out a long-term vision.

This is a committee level subject.

Thomas: Suggested we consider a facilitator help with this.

Guldemann: We are a 501©6 and we need to determine what to do with our money. We have the lowest fees for our vendors in the state. This is not necessarily good for the market.

Bond: We could raise the membership fees. We do not necessarily have to raise vendor fees. If you take out the mom & pops, I see that ruining our market. Our community comes to see the variety that our market has.

Guldemann: I'm saying our low fees are not going to last 50 years.

Bradshaw: Somewhere down the line the fees will have to go up.

Guldemann: We need to flush out the long-term planning.

Thomas: Will talk with Carrie about possible facilitators.

Guldemann: Do we want to think about this some more and be prepared to make a motion and vote on something next meeting.

Thomas: I can work on a rough draft.

Guldemann: We can bring this up in old business.

Does any board member have a comment?

Bond: Have there been any farm visits?

Bradshaw: No. It's been too hot for the farmers.

Stong: It's been too hot.

Bond: What about the crafter?

Bradshaw: We haven't had any new crafters to check.

Guldemann: Any vendor comments?

Durio: James, thank you for the update on the Agreed Upon Procedure.

In 2017 we worked on the mission statement and our 5-year strategic planning. The mission statement was put in front of the Bylaws and P&Ps.

Bradshaw: Found that the mission statement was still there.

Durio: Discussed the farm visits not being done. The whole purpose of the rush meeting after market one day was to talk about these visits. I have not received any emails regarding what's going on. Why am I, as a committee member, not given any information why the visits are not being done?

Stong: When we schedule the visits, we will contact you.

Durio: This has been an on-going thing with not being contacted regarding what's going on with the PI committee.

Stong: I will talk to Carrie and have her keep committee members informed.

Guldemann: Our next board meeting will be October 17th.

Brookover: I won't be here.

Thomas: I won't be here.

Bond: I won't be here.

Guldemann: We can re-schedule the meeting.

Guldemann: The next meeting will be October 24th.

Guldemann: Called for a motion to adjourn the meeting.

Brookover: Made a motion to adjourn the meeting.

Higby: Seconded the motion.

Guldemann: All approve. Aye. Motion passes.

Meeting adjourned at 7:14 p.m.

Minutes submitted by Kelly Sontheimer, Secretary

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.