Farmers & Crafts Market of Las Cruces Board Meeting August 27, 2024 Minutes

Board Members Present: John Guldemann- Chairman, Lan Stong- Vice Chair, Josh Switzer, Dave Kerr (Zoom)

Staff Present: Karin Bradshaw- Market Manager

Guldemann: Called Meeting to Order at 6:01 pm

Guldemann: Stated the Conflict of Interest Inquiry and Privilege of the Floor. Reminded everyone that the meeting is being electronically recorded.

Guldemann: Congratulations to our Treasurer, Michelle Pittsenbargar, who could not be here today as she just gave birth a few hours ago to our newest market member, Bodhi Pittsenbargar.

Guldemann: Called for Amending the Agenda. Add #5 Motion, Discussion, Vote- Radio Remote Promotions and #6 Motion, Discussion, Vote- Long Term Strategic Planning

Guldemann: Called for Approval of Amended Agenda

Stong: Motion to Approve Amended Agenda

Switzer: Second

Guldemann: All Approve. Aye. Motion passes

Guldemann: Called for Approval of the Minutes from the July 16, 2024, meeting

Stong: Motion to Approve the minutes of July 16, 2024

Switzer: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Called for Committee Reports. Operations

Bradshaw: We came in 1st place in the state in the American Farmland Trust competition and won $100 plus some merchandise. It will take 30 to 45 days for them to process the paperwork. Bulletins Best of Mesilla Valley 2025 is now happening. We are in 6 categories. You can vote once a day, every day, until September 19th. Had to make some adjustments to our market layout due to City Risk Management wanting more ADA clearance in front of vendor booths. We did lose 2 spaces. Hopefully there will be no further issues.

Guldemann: Okay. As our Treasurer is unavailable, and everyone should have received the P&L and Balance Sheet for July, are there any questions concerning it? No? Okay. Marketing.

Bradshaw: Marketing items are on the agenda.

Guldemann: Okay. No Old Business today. New Business. I need a motion for Item #1.

Switzer: I move the Election/Nomination Committee for the coming Board Elections be started.

Stong: Second.

Guldemann: All Approve. Aye. Motion passes.

Guldemann: I hope everyone has looked at the proposal Karin sent concerning the Nusenda sponsorship package. They are offering $10,000.

Bradshaw: We will add their logo to our website, and they will be listed as a sponsor for certain events. We will have a couple of ribbon flags made with both the market and Nusenda on them, so they are advertised during the Saturday market. I provided an estimate for the flags from one of our vendors.

Switzer: I think we need more estimates.

Stong: I agree that we can probably get the flags cheaper elsewhere.

Bradshaw: At this time all sponsorship approval packages have been delayed. Once I hear from them that this has been approved, I will let you know.

Guldemann: We need a motion to flesh out the Nusenda Sponsorship package

Stong: I move we research more the sponsorship package.

Switzer: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Item #3 is tabled due to Anthony Thomas not being in attendance to provide us the information.

Guldemann: The old printer in Karin’s office finally died. She is requesting permission to purchase a new printer for her office.

Bradshaw: I found a printer at Staples, an Epson, on sale for $249. The ink is only $90 for all the cartridges, and we will get an additional $50 credit if I take them the old printer.

Guldemann: We need a motion to authorize the purchase of the printer.

Switzer: I move we purchase the new printer

Stong: Second

Guldemann: All approve. Aye. Motion passes.

Guldemann: We need a motion to approve the Radio Remote Promotions for the rest of the year.

Stong: I move we authorize $100 in gift certificates and one t-shirt giveaway per each radio remote for the remainder of the year.

Switzer: Second

Guldemann: All approve. Aye. Motion passes.

Guldemann: Now, Long Term Strategic Planning. We have our income from our vendors which is guaranteed but it is limited because the market cannot expand further. We need to see about generating other income sources and this thing with Nusenda got me thinking. If we create more sponsorship packages, both corporate and individual, this will help us financially and we can look at possibly a brick-and-mortar store location, Downtown, where we have a storefront for our vendors, plus our offices and maybe even a commercial kitchen. This is a long-term goal. We can also add a marketplace to our website for the vendors to be able to sell. We also need to look at our employees and our ability to pay them a reasonable salary and to replace them with qualified individuals at a fair rate. Our first step should be to develop the marketplace directory, with photos and such, for the vendors who wish to participate. We would host it, but the sales would still be the responsibility of the vendor. Then we need to flesh out the sponsorship packages. We need to create a written outline for this. I would like a motion to pursue a strategic plan for the market.

Stong: I move that we pursue a strategic plan for the market’s future.

Switzer: Second

Guldemann: All approve. Aye. Motion passes.

Kerr: One, let’s be sure we do not let the sponsors take over the market. And two, we have a great university. Let’s see if we can find someone from their marketing dept. that can help us with this.

Guldemann: Our next board meeting is scheduled for September 17, 2024 at 6pm.

Guldemann: I need a motion to Adjourn

Stong: I move we adjourn

Switzer: Second

Guldemann: All approve. Aye. Motion passes.

Meeting Adjourned at 6:52pm

Minutes written by Karin Bradshaw