Farmers & Crafts Market Board of Directors Meeting June 18, 2024

Board Members Present: John Guldemann- Chairman, Lan Stong- Vice Chair, Michelle Pittsenbargar- Treasurer, Josh Switzer

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

Vendors Present: Keri Guldemann

Guldemann: Called meeting to order at 6:26 PM

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

Guldemann: Called for Amending the Agenda. Add Marketing Committee Report

Pittsenbargar: Motion to Amend

Switzer: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Calls for motion to approve the amended agenda.

Pittsenbargar: Motion to approve

Switzer: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Called for motion to approve the minutes from April 16, 2024, meeting

Pittsenbargar: Motion to approve the minutes

Switzer: Second

Guldemann: All approve. Aye. Motion passes

Guldemann: Called for Committee reports. Operations

Bradshaw: Our market trademark is up for renewal come June 23rd. National farmers market week is August 4th through the 10th. Our City Council Presentation is July 8th . Our Kids Can Jr. Vendor program will be having a special event on La Placita July 20th. And the America’s farmers Market Celebration has begun. In the Southwest region we are in 4th place. In the state we are in 1st place. We have 204 votes.

Guldemann: Finance Committee. Did everyone receive a copy of the reports?

Pittsenbargar: Everything is looking good. No changes. Any questions?

Guldemann: No questions? Okay. Marketing Committee. Nusenda Credit Union has reached out to us about possible sponsorship. Karin, Lan and I are scheduling a Zoom meeting with them to discuss the possibilities. But Lan is not available on the day they want. Is anyone else interested in joining us?

Pittsenbargar: Iam.

Guldemann: I will add you to the email. Once we have all the details we will report back to the Board.

Guldemann: We have no Old Business so to New Business. Motion, Discussion, Vote on the renewal of our contract with the Mesilla Valley Historic Magazine.

The Board looked at a copy of the magazine, discussed the costs of advertising with them and the circulation of said magazine.

Guldemann: Called for a motion.

Switzer: Motion to not renew contract with Mesilla valley Historic Magazine.

Stong: Second

Guldemann: All approve. Aye. Motion passes.

Guldemann: Motion to advertise with BeLocal Magazine

Stong: Motion to advertise with BeLocal Magazine for 12 months at $249 per month for a ¼ page advertisement plus $40 per month for the digital advertising.

Pittsenbargar: Second

Guldemann: All approve. Aye. Motion passes.

Guldemann: Any Board comments? No.

Guldemann: Any vendor comments?

K. Guldemann: I’m hungry.

Guldemann: Next board meeting is July 16th. Called for motion to Adjourn

Stong: Motion to Adjourn

Pittsenbargar: Second

Guldemann: All approve. Aye. Motion passes.

Meeting Adjourned at 7:01 pm

Minutes by Karin Bradshaw