

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
February 18, 2015
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:04 pm.

Board Members Present:

Bill Dardon, President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Allen Mooneyhan

Kat Mooneyhan

Penny Byrd

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

Absent:

Mayra Lozano – Treasurer

Lisa Pidge

Minutes Approval:

Jane M Bell made a motion to approve the Minutes from January 21, 2015. Kat Mooneyhan seconded the motion. Motion passed without opposition.

Agenda Approval:

Penny Byrd made a motion to approve the agenda for February 18, 2015 meeting, Allen Mooneyhan seconded. Motion passed without opposition.

President's Report – Bill Dardon

Tour Promoter

- A tour promotor from San Francisco wants to bus in about 60 people
- They want to set up pop-up tents on the lawn.
- While we will meet with the promotor, the pop-up tent issue will be a city issue.
- The market is open for all to enjoy, we can't make special provisions for large groups.

Sonoma Valley Visitors Bureau

- The Visitor's Bureau now has a new president who would like to meet with us to coordinate so that the Bureau and the Farmer's Market can work together to make the market and plaza a destination for those visiting the area.
- The board weighed in, and it was suggested that Lisa Pidge would be a great person to work with them due to her promotion insight and connectedness. It was also suggested that the new president come to a board meeting with what he and the Bureau have in mind. It was also suggested that we bolster our presence on their calendar including web links back to our page.

Index-Tribune Retraction

- In a recent article printed in the IT regarding our bid for a 6 year extension on our permit contract.
- The Article misquoted Bill in saying that we police ourselves. This is not true, there is a police presence at the market that compliments our own policing of the market.

-It was suggested that we give a little more detail of why we were asking for the 6 year extension during our Vendor Selection announcement.

Cinco de Mayo and La Luz

- We have been asked by a City Council Member to reach out to La Luz since they weren't having their Cinco de Mayo Celebration and to get the hispanic community more involved with the market.
- Perhaps they can do something before the band starts to play.
- Bill, Chris and Allen to work together on this.

Market Flea Market

- Bill presented an idea to hold a VOMCFM Flea Market at Lighthouse Church on a Saturday.
- We would supply port-a- potty.
- Approximately 100 10X10 vendor spaces plus parking. Spaces would go for \$25 each.
- We can also sell market merchandise at the Flea Market.

Market Sponsorships

- Body Best is interested in becoming one of our Sponsors.
- Whole Foods, Union Bank, The Palms Grill are all interested in continuing it's Sponsorship of the Market.
- We are still working to get Williams-Sonoma on board.

Vice-President's Report – Mark Curtis

- The Vice-President had nothing to report at this time.

Treasurer's Report – Mayra Lozano/Chris Welch

- Chris reported that we don't have a financial report at this time.
- He did report that there we have had some expenses related to the gearing up for the market season.
- We also had some income from application fees.

Manager's Report – Chris Welch

Kid's Scoop Magazine Ad

- Want to know if we are interested in sponsoring a banner ad in the magazine for \$300.
- It was suggested that we might use it to promote Shop & Donate.
- There was some concern with using this medium to promote the market as it isn't exclusive to Sonoma Valley distribution.

IT Advertising

- Chris has been looking into doing 8.5X11 or 17X11 inserts into the IT.
- It would cost us between \$300-\$600 depending on how much distribution we want.
- The IT is willing to help us with layout of ad.
- We could put the music schedule on the ad perhaps a coupon, and put information in English and Spanish.
- It was suggested to do a promotion Mid April to gear up for the beginning of the market.
- Maybe we could offer a raffle for a market basket.

City Party

- Mary Catherine, Events Center Coordinator for the City Party contacted us saying that Redwood Credit Union wants a booth inside our market for a Kid Zone Tent close to Po Po's tent.
- The board decided that the Kid Zone could be on the Grass behind Po Po's tent, outside the market.
- We also want to let her know in advance that we would like a VIP tent set up for our market for promotion of the market.

Administrator's Report – Emily Fitzpatrick

- Emily announced that our poster artist will be done with this year's poster image.
- This year's poster will feature artichokes with flowering artichokes.

Old Business –

Music and Music Policy Committee – Allen Mooneyhan

- Cinco de Mayo will be a big event party atmosphere.
- Want to rope it off with Mexican flags around the band.
- Allen will be presenting a detailed music budget for the 2015 season.
- This year's total music budget will be \$6800 which includes the cost of sound management.
- Allen wanted to put up a sponsorship style sign with “Music management provided by Mooneyhan Pro-Motions.
- Penny Byrd made a motion to approve the \$6800 for the 26 weeks of music including sound management, and the “Mooneyhan Pro-Motions” sign to be placed in the band area. Mark Curtis seconded the motion. Motion passed without oppositon.**
- Allen also wants to do some pre Cinco de Mayo flyers to get the word out. Perhaps the IT ads could piggyback on this promotion.

Scholarship Committee – Mark Curtis and Penny Byrd

- Mark reported that the Scholarship Applications have been sent to local High Schools. Deadline will be April 27, 2015.
- We should do a press release to announce the scholarship and the deadline.

Shop & Donate Committee – Jane M Bell

- Shop & Donate for 2015 will start on the second market night for the season.
- We will need to print up new market money with an expiration at the end of the market year.

Selection Committee –

- Chris went over the market map with the vendors chosen by the committee. Some vendors may need to be moved due to a Fire Marshall requirement for no cooking inside their tents. Some vendors may have to share a space for their cooking operation.
- Accepance letters will go out the first week of April.
- The addition of a local Beer vendor next to where the wine vendor was last year was discussed. The addition of this vendor is pending the approval of the CSEC.
- Mark Curtis made a motion to accept the selection committee's reccommendations for the 2015 with the beer vendor's pending approval of the CSEC. Jane M Bell seconded the motion. Motion passed with a vote of 4 for and 1 opposed.

Old Business

-No Old Business to report.

New Business

-Next meeting we need to discuss the new Market Merchandise Table.

February's Board Meeting will be Wednesday, March 18, 2015 at 6:00 pm at The Palms.

Meeting adjourned at 8:17 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**