

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

Meeting was Called to Order by President Bill Dardon at 6:12 pm.

Board Members Present:

Bill Dardon, President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Penny Byrd

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

Harry Blum, CSEC

Absent:

Mayra Lozano – Treasurer

Lisa Pidge

Allen Mooneyhan

Kat Mooneyhan

Guests:

Pam Larson

Marri Blum

Minutes Approval:

Mark Curtis made a motion to approve the Minutes from February 18, 2015. Penny Byrd seconded the motion. Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the agenda for March 18, 2015 meeting, Jane M. Bell seconded. Motion passed without opposition.

President's Report – Bill Dardon

Board position Resignations

–Allen Mooneyhan has turned in his resignation letter to the board. He wishes to retain his position as music coordinator for the 2015 season.

–Kat Mooneyhan has also turned in her resignation letter to the board. She stated that her responsibilities to her ailing mother was her primary reason for her resignation, and that the decision was completely independent of Allen Mooneyhan's resignation. She stated that she would continue to help and support the market through her business and in other capacities as she had in the past.

Introduction of New Board Member

–Pam Larson from Union Bank introduced herself to the board. She stated that she had lived and worked in Sonoma for a very long time. She raised her family here and enjoys giving back to the community in business and personal life. She would like to join our board as a continuation of her service to the community of Sonoma.

–**Mark Curtis made a motion to make Pam Larson a board member. Penny Byrd seconded. Motion passed without opposition.**

Cinco de Mayo

–Maya Restaurant will be an opening night sponsor. This will be a one time sponsor to help off set the costs of opening night. We are asking for a \$500 sponsorship from them

Platinum Sponsors

- We already have Whole Foods Market signed on as our first platinum sponsor.
- We are currently seeking a second platinum level sponsor.

Vice-President's Report – Mark Curtis

–The Vice-President had nothing to report, how ever he wanted an update on the status of the beer vendor who applied as a vendor to the market.

Treasurer's Report – Mayra Lozano/Chris Welch

- Chris Welch presented Profit and Loss Statements, Balance Sheet, and the proposed budget he has put together for the City Councils application.
- It was suggested by Harry Blum that we bring up the security cost to city council.

Manager's Report – Chris Welch

Vendor Acceptance/Denial Letters

- Chris reported that all vendor acceptance/denial letters had been sent out.
- We did get some correspondence from denied vendors, but no requests for appeals.
- Chris will be submitting a press release to the Index-Tribune regarding our selected vendors for the 2015 season.

Virtual Meetings

–Bill, Chris and Emily are putting together a series of Virtual Meeting Videos to introduce the new rules/regulation changes to the vendors and increased stall fees.

Annual County Wide Managers' Meeting

- Chris reported on the annual meeting with the Agricultural Commissioner and County Health Department.
- Much of the meeting was to go over the new SB1871.
- The county and state will be doing inspections to enforce the new law. If any infractions are found, they may fine the farmer as well as the market.

Resignation Letters

- Mark Curtis read Allen Mooneyhan's resignation letter to the board.
- In the letter Allen requested \$1,300 for the 2015 season for his music management services.
- The board took a look at how much we are already budgeted for music.
- The budget for the 2015 has already been set, and he already pretty high.
- Beings that his bands are playing twice during the market season, and Mooneyhan Pro-Motions is allowed to advertise during the market. We can offer him a Silver level sponsorship in Lew of part of the requested \$1,300.
- Mark Curtis made a motion that we offer him no more than \$650 for his services this season. Jane M. Bell seconded the motion. Motion passed without opposition.**

Administrator's Report – Emily Fitzpatrick

- Emily presented the art work for the 2015 market poster. This year's poster will feature a head of cabbage in the same style as previous market posters.

Old Business –

Music and Music Policy Committee – Allen Mooneyhan

- Allen did not attend the meeting nor submit a report

Scholarship Committee – Mark Curtis and Penny Byrd

- Mark sent out scholarship applications to the Schools.
- Penny said she and Bill will attend the awards dinner.
- Chris reported that there had not been any applications submitted thus far. He said he would do a press release for the Index-Tribune.

Shop & Donate Committee – Jane M Bell

- Jane reported that she will be scheduling Woodland Star's Shop & Donate Night for May 12.
- Jane is reaching out to other PTO's
- It was suggested that since the market cash doesn't technically expire, we should redesign it so people don't spend all winter counterfeiting it.

Old Business

- As of this time there is no change with the Beer vendor's status. Also they have yet to be approved by the CSEC.

New Business

- Market Merchandise Table: Kat said she would run the Merchandise table. We need to see if she is still interested in doing this. If not, we will need to look for volunteers. If all else fails, we can put it up with the market managers' table like before. But we do need to increase Merchandise Sales this year to help off set increased expenses.
- Mark Curtis made a motion to accept Allen Mooneyhan's resignation. Jane M. Bell seconded. Motion passed without opposition.**
- Mark Curtis made a motion to accept Kat Mooneyhan's resignation. Jane M. Bell seconded. Motion passed without opposition.**
- It was requested that we put review of farmers letters on the April agenda.

April's Board Meeting will be Wednesday, April 15, 2015 at 6:00 pm at The Palms.

Meeting adjourned at 8:11 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**