

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
April 15, 2015
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:15 pm.

Board Members Present:

Bill Dardon, President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Penny Byrd

Lisa Pidge

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

Oscar Mooneyhan

Absent:

Mayra Lozano – Treasurer

Pam Larson

Minutes Approval:

Jane M. Bell made a motion to approve the Minutes from March 18, 2015. Bill Dardon seconded the motion. Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the agenda for April 15, 2015 meeting, Lisa Pidge 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

–La Casa has decided not to be a sponsor for opening night.

–Valley of the Moon Magazine is interested in opening night \$500 one time sponsorship. He would like to speak 3 times during the evening. He still needs to present this to the board.

Vice-President's Report – Mark Curtis

–Mark met with Oscar Mooneyhan in lieu of the board's offer of payment, (which was declined) he wants to rejoin the board.

–Our market has been labeled as the “Party Market” by the local press. We need to work on getting a Farmer Spokes Person.

Jane M. Bell made a motion to reinstate Oscar Mooneyhan to the Board of Directors in lieu of offered compensation. Penny Byrd seconded. Motion passed without opposition.

Vendor Appeals – Chris Welch

–**Taste of Himalayas**, Pamba from the restaurant presented to the board his menu with prices and samples of his Market inspired Napalised Street Food.

–**Sonoma Fire Chief**, Mark Freeman. The fire department wants to promote their AMP program, present CPR information. They should be staged just outside the market by the Tri-tip vehicle, in case they get a call they can leave.

Mark Curtis made a motion that we allot space for the Fire Department, Chris to work out logistics. Lisa Pidge seconded the motion. Motion passed without opposition.

–**Beer and Wine Booths**, have been approved by CSEC.

New Vendor Applications – Chris Welch

Seed O' Sphere

Reclaimed Wood

Gumption Kids – Kids Clothes, Hair Accessories and Jewellery

My Two Cents – Napa

Star Mt Natural Playthings – Handmade Wool Dolls

Mark Curtis made a motion to replace Sonoma Hot Headz with Seed O'Sphere. Lisa Pidge seconded motion. Motion passed without opposition.

Jane M. Bell made a motion to put Taste of Himalayas, due to them being a local small business first on the wait list regardless of vendor type. Lisa Pidge seconded the motion. Motion passed with a vote of 5 yes, 1 no.

Tips-Tri Tip submitted a menu change. They wanted to add a flat bread pizza, Tri tip chili \$8 and Gumbo over rice for \$5.

Jane M. Bell made a motion to approve the chili and gumbo, but not the flat bread pizza as we already have a vendor who sells flat bread style pizza. Oscar Mooneyhan seconded. Motion passed without opposition.

Tips Tri tip also wanted to add Ice Cream to their menu.

Lisa Pidge made a motion to allow the menu addition of Ice Cream. If we do add an ice cream vendor, this privilege will be revoked. Penny Byrd seconded the motion. Motion passed 4-1.

Sonoma Valley High School Girl's Soccer Team wants to sell raffle tickets at the market. It was ok with the board if they sell their raffle tickets.

Sonoma County Fair – Want to do their Traveling Fair again this year. The board decided that it draws too much away from our market and our vendors, they will not be allowed to attend on our market night.

Virtual Meeting Attendance by Vendors – Chris reported that so far most vendors have complied with the Virtual Meeting Attendance. However there are a few. We need to have some sort of consequence for non-compliance.

Mark Curtis made a motion that vendors who do not comply with virtual meeting

attendance will be fined \$10/ market until they watch the required virtual meeting videos. (There will be 2 more coming out soon.) Oscar Mooneyhan seconded the motion. Motion passed without oppositon.

Treasurer's Report – Mayra Lozano/Chris Welch

There is no treasurer's report for this month.

Administrator's Report – Emily Fitzpatrick

- CSEC Meeting – We can not have more than 1 beer or wine vendor at the market per night. If we have more than one, they will have to rotate through the market.
- Merchandise Table – discussed t-shirts, tanks, wine openers.

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

–There will be a 5 piece band for the 5 May opening night.

Scholarship Committee – Mark Curtis and Penny Byrd

–The committee has yet to receive any applications, they may be in the mail. Chris to check.

Shop & Donate Committee – Jane M Bell

– Nothing new to report.

New Business

–Bill will be out of the Country from April 25 – May 2.

May's Board Meeting will be Wednesday, May 20, 2015 at 6:00 pm at The Palms.

Meeting adjourned at 8:30 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**