

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
May 20, 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

Lisa Pidge

Oscar Mooneyhan

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

Absent:

Mayra Lozano – Treasurer

Penny Byrd

Pam Larson

Minutes Approval:

Oscar Mooneyhan' made a motion to approve the Minutes from April 15, 2015. Lisa Pidge seconded the motion. Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the agenda for May 20, 2015 meeting, Oscar Mooneyhan seconded. Motion passed without opposition.

President's Report – Bill Dardon

Market Sponsorship

–Bill has been approached by Kenwood Retirement Community regarding a Silver Level Sponsorship.

–The Company has 3 retirement homes in the Sonoma area.

–If they sign on as Silver Sponsors, they want to modify the sponsor signage so it doesn't have VOMCFM information on it.

1. Bill will get a Bio, and more information on them to present to the Board.

Vendor Booth Signage

–Several of our Vendors need signage or improved signage to promote their booths.

–Especially Taste of Himalaya, Knife Sharpener and Pink Greens.

Market Map

–We should put together a market map, we can either put it at the Manager's Table or on the Palm Tree.

–It was suggested that we put the market map on one side, and the band line up on the other.

–It was also suggested that it would be a good thing if the bands announce where the Market Manager's Table is, every so often.

–It was noted that Chris always has a newly updated vendor map each week.

Whole Food Sponsors

–Amy from Whole Foods was approached. Last year, Paul didn't do everything they promised. We are expecting at least 2 demos this market season from them.

Box and Lock Up

- Our Box and Lock Up Storage needs some maintenance and a new cover made for it.
- Mark will look into what is exactly needed. Emily will make a new cover for it.

Tip's Tri-Tip Trolley Smoke

- Chris presented a patron's complaint letter regarding the smoke from the Tip's Tri-Tip Trolley. Chris also presented a response letter from Tip's Tri-Tip on how they will address the issue of reducing the amount of smoke coming from their food truck.
- The board felt that the vendors are making efforts to alleviate the problem as much as possible at this time. However the Board will continue to monitor the amount of smoke coming from their trolley, and address as needed.

Vice-President's Report – Mark Curtis

- Can't hear Bill when he is on the mic and making announcements. Need to have the band crank up the mic when he is speaking.
- Got Balls was blocking part of the cross walk at the market. They will need to pull their trailer in farther.
- The Taste of Himalaya Trailer fit the 10x10 space perfectly.

Treasurer's Report – Mayra Lozano/Chris Welch

Chris presented a report of the year to date market income. He also reported that the market has started to generate income now that markets have started.

Manager's Report – Chris Welch

- Increased Stall Fees, He has not received any complaints about the increased stall fees. Also the prepared food vendors who have to cook outside of their tents are being charged an extra ½ a stall fee.
- At this time we have only 3 open stall spaces.
- Coldwell Banker had asked our organization to make a presentation to their realtors weekly meeting to inform them of market activities. Emily and Chris met attended their May 11th meeting.
- A local Independent Newspaper Seller wanted to set up a stand at the market to sign up subscribers. The Board decided that since he didn't produce his product that he was not allowed to be a part of our market.
- The Market has a new cell phone carrier, Republic Wireless. The market is now being charged only \$10/ month.
- Chai's Gourmet has been absent from the market for several weeks due to a death in his immediate family. The Board signed and sent a sympathy card to him.

Tip's Tri-Tip Trolley Smoke

- Chris presented a patron's complaint letter dated May 14th regarding the smoke from the Tip's Tri-Tip Trolley. Chris also presented a response letter from Tip's Tri-Tip on how they will address the issue of reducing the amount of smoke coming from their food truck. The board felt that the

vendor is making efforts to alleviate the problem as much as possible at this time. However the Board will continue to monitor the amount of smoke coming from their trolley. The Board will revisit this issue in 4 weeks to see if further action will be needed.

–The Dog Clothes vendor needs to park as close to stalls as possible. Also they need to secure their umbrella better as the wind knocked it into the ceramics lady's booth recently.

–Jane informed the Board that many kids at the market are going through the rose bushes and picking all the rose petals from the bushes. They then throw them in the duck pond at the ducks. By the end of the evening the rose garden looks defrocked. Jane and Lisa have a good vantage point from their booths so they will monitor the roses around the duck pond.

–Lisa had some food from E-Saan's booth, she specifically asked if there was any shrimp in their food. Lisa being allergic had a reaction to their food.

–Beer and Wine Vendors. The City of Sonoma requested that the market get Liquor Insurance. The Beer and Wine vendors already have these insurance policies in place, and they already provide proper coverage to protect the market as far as the City is concerned. They may add this provision to our next renewal request.

Administrator's Report – Emily Fitzpatrick

- Emily is working with Kat to get us a good quality, yet less expensive tote for the merchandise table.
- T-shirts will be coming soon!

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

–It was suggested that we put down some sort of dance floor in front of the bands. The only thing we put on the lawn is a rug for the Drummer. The flooring would cause too much damage to the lawn.

–Train Wreck Junction is to play in a couple of weeks. Oscar has already addressed with the band that there is to be no drinking within the band, no swearing, keep the show appropriate for a family environment.

Scholarship Committee – Mark Curtis and Penny Byrd

–Penny presented the \$1,000 Scholarship to June 16th at the High School Scholarship Presentations.

Shop & Donate Committee – Jane M Bell

– Jane requested to drop the Shop and Donate Program at least for now. The amount of energy effort put into the program for the amount of participating schools was not worthwhile.

–Mark suggested that we change the program some how to a School Club Fund Raising Table.

Old Business

–Emily and Kat are still working on getting the Merchandise table together and running.

New Business

–Nothing to Report.

May's Board Meeting will be Wednesday, June 17, 2015 at 6:00 pm at The Palms.

Meeting adjourned at 8:16 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**