

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
June 17, 2015
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:08 pm.

Board Members Present:

Bill Dardon, President
Jane M Bell – Secretary
Penny Byrd
Lisa Pidge
Oscar Mooneyhan
Pam Larson

Chris Welch, Market Manager
Emily Fitzpatrick, Market Administrator

Absent:

Mayra Lozano – Treasurer
Mark Curtis – Vice-President

Guests:

Rachael Hundley, Drums and Crumbs
Ben Goldberg, Simply Solar

Minutes Approval:

Oscar Mooneyhan' made a motion to approve the Minutes from May 20, 2015. Lisa Pidge seconded the motion. Motion passed without opposition.

Agenda Approval:

Jane M Bell made a motion to approve the agenda for June 17, 2015 meeting, Oscar Mooneyhan seconded. Motion passed without opposition.

Guest's Presentations

Ben Goldberg, Simply Solar

–Mr Goldberg is Sales Manager of Simply Solar. A Petaluma based small business with 5-10 employees.

–Simply Solar would like to set up an informational booth at the market to educate market goers and do a video presentation.

Rachel Hundley, Drums and Crumbs

–Ms Hundley discussed the issue with Food Trucks and Electrical Generators.

–Due to electrical issues with their food truck, they have needed to use a generator instead of plugging into the provided power sources. Drums and Crumbs are working to resolve the issue, however requested to continue to use their on board generator. The generator is quiet and has low fume emissions.

–The board discussed the addition of food truck generators. While the current generation of generators is considerably more quiet, it still creates noise that detracts from the market environment. Also fumes from the generator will still be an issue especially for vendors and patrons down wind from vendors who use them.

–Jane M Bell made a motion that Drums and Crumbs will need to resolve their electrical issues without the use of a generator by July 7, 2015. Lisa Pidge seconded the motion. Motion passed without opposition.

President's Report – Bill Dardon

Tri-tip Trolley Smoke

–The smoke from the trolley issue seems to be resolved for now. The board will continue to monitor the situation to minimize the issue in the future.

Sponsorships

–Bellavista Senior Care is interested in being a \$1,000 sponsor of the market, but we have yet to provide a usable image of their logo, nor submitted their donation.

Featured Vendors

–Bill asked Lisa Pidge to be Featured Vendor Spokesperson. Lisa accepted. She is to pick 3 vendors per week. Preferably 1 farmer and 2 non-farmer vendors.

–Lisa to coordinate with the vendors the week before to see if they want to add any specials for the night, and to make sure they have enough product to offer.

–We also want to do a theme night if possible coordinated with the music.

Chris Welch and Emily Fitzpatrick

–Chris and Emily were asked to leave the room.

–In recognition for all the hard work that both of them do for this market, Bill proposed that we give both of them a \$5/hr raise in their wages.

–Jane M Bell made a motion to give both Chris Welch and Emily Fitzpatrick a \$5/hr raise from their current wages. Oscar Mooneyhan seconded the motion. Motion passed without opposition.

Vice-President's Report – Mark Curtis

–Mark was not present, nor did he submit a report.

Treasurer's Report – Mayra Lozano/Chris Welch

–Chris presented a report of the year to date market income.

–At this point all our market income is up.

–It was suggested that we pursue an EBT matching program sponsor to help encourage more EBT participation. It was also suggested that we create small signs so patrons know where they can use their EBT throughout the market for packaged and cold foods. They would not be able to use them for any hot, ready to eat foods nor artisan crafts.

–Chris presented a financial profit and loss statement comparing the 2014 season to the current season. While this year, application fees were down, sponsorships were up.

–Chris also presented a current balance sheet.

Manager's Report – Chris Welch

Vendor Menu Changes

–Aunt Betty's Corn Dogs would like to add a Blooming Onion to their menu. They did not submit how much they would charge for the item.

–Jane M. Bell made a motion that Aunt Betty's Corn Dogs be allowed to add Blooming

Onions to their menu, for no more than \$8 per item. Lisa Pidge seconded. Motion passed without opposition.

Market Vendor Map

–Chis presented the current market map to the board. He reported that we currently have 5 open spaces.

–He then presented 6 new vendor applications.

–Simply Solar, Petaluma

–Nancy's Necklaces, Napa

–Mindful Organics, Candles and massage creams and lotions, Marin

–Rico's Wood Work, Petaluma

–Medical Massage, Marin

–Eagle Enterprises, Wood carved animals.

–The Board agreed to add Mindful Organics, Rico's Wood Work, and Medical Massage to the vendor market list.

–The Board decided that adding Simply Solar would make the market look too much like a trade show. It was suggested that for next season we add a Sponsorship Booth, and approach them about sponsoring the 2016 season.

Administrator's Report – Emily Fitzpatrick

- Emily reported that the totes are not here yet. Magnets are now available at the Market Manager's Table. We will also be adding more of the totes printed with past year's prints.
- Emily will be in contact with Amy from Whole Foods to see what they want to do at the market.
- She will be working on obtaining an EBT matching sponsor.

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

–Nothing new to report.

Scholarship Committee – Mark Curtis and Penny Byrd'

– The Scholarship will be presented in front of the market on June 30th to Gabrielle Reed.

Merchandise Table

– Nothing new to report

New Business

–Nothing to Report.

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

Meeting adjourned at 8:15 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**