

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
August 19, 2015
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:09 pm.

Board Members Present:

Bill Dardon, President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Pam Larson – Treasurer

Penny Byrd

Lisa Pidge

Oscar Mooneyhan

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

Minutes Approval:

Chris stated that the date of the minutes needed to be corrected to read July 15th.

Lisa Pidge made a motion to approve the corrected Minutes from July 15, 2015. Pam Larson seconded the motion. Motion passed without opposition.

Agenda Approval:

Pam noted that Treasurer's Report would be given by herself, Pam Larson, not Chris Welch.

Mark Curtis made a motion to approve the agenda for August 19, 2015 meeting, Oscar Mooneyhan seconded. Motion passed without opposition.

President's Report – Bill Dardon

5:15 market start time.

–Everyone appreciated the new market start time being 5:15. The market still officially opens with the Bell at 5:30.

Musical act for August 18th.

–The band stopped playing at 8:10. most vendors were already packed up and ready to leave.

Vendors need to remember what the rules are, including:

–Packing up after the market ends.

–Pack up and then get vehicle.

–Drop off booth stuff, park vehicle, then set up their stall.

–Bring lights to stay open later after it gets dark.

** it was noted that Sonoma Brewery and Green Grocer Brought their vehicles in before they were broken down contributing to the back up with in the market.

Drums and Crumbs.

–At the Aug 18th market, they couldn't get out and backed everyone up for 10 to 15 minutes. They jumped the curb and are actually more than the 20 feet that they said they were. They were charged

for 2 stall spaces and will need to be charged for 3 next year.

–They were packed up and ready to leave before the bell as well.

–There was some discussion on the quality of their food has gone down.

–It was suggested that next year, or this year we use a brief report card to give to the food vendors.

–Chris will look into changing locations for Drums and Crumbs.

Market Attendance post school starting.

–It was noted that the market was well received. Children were still attending the market, but numbers were down per vendors.

Propane Leak at 8-18 market.

–It was observed by several vendors and patrons that there was a propane leak coming from the area in and around the Uberspud booth. It was investigated, and while Uberspud denied that the leak was from them, there was no way for Chris to test and make sure. It was suggested that the market invest in a propane leak detection kit from Friedmans.

Zucchini Races.

–It was observed by several vendors and patrons that there was a propane leak coming from the area in and around the Uberspud booth. It was investigated, and while Uberspud denied that the leak was from them, there was no way for Chris to test and make sure. It was suggested that the market invest in a propane leak detection kit from Friedmans.

Market Rules Violations:

–Our knife sharpener vendor has been observed after the market bell rings to lock his car and leave for extended amounts of time.

Tri-tip Trolley Smoke Issue

–Smoke on Aug 18 seemed to be worse than usual.

City Manager

–The City Manager has been watching how and when vendors come into the market. She talked to Chris about the Traffic jams caused by vendors, and also stated that vendors were arriving too early.

–Chris to address these issues with the vendors who violate these market rules.

Preferred Vendor Program

–Bill expressed gratitude to Lisa Pidge for the great job she was doing with the Preferred Vendor program.

Be A Match Foundation

–A bone marrow match drive was conducted at the market on Aug 18. It was a huge success. Over 200 people volunteered to get screened. They ran out of kits to screen market patrons wanting to participate.

Vice-President's Report – Mark Curtis

–Mark pointed out that patrons are starting to pack up and go home early now that it's starting to get dark sooner. Can we work something out with the band to help keep them there as long as possible?

- Vendors need to stop selling 15-30 minutes after the closing bell. Especially ready to eat food vendors with lines that overflow in to the path where cars enter to load up. Now that it is getting dark, it is a safety issue for market goers.
- Vendors need to start bringing lights for their booths.
- The Zucchini Races were a huge success! Great job, and many thanks to Lisa and Pam for all their efforts. The waddle helped stop the cars at the end of the track. New rule for 2016: Anything goes except for No Skateboards. Jane wanted to comment that in years past, the zucchini race night was usually a bust for vendors like hers. Having the races on the Jazz Society Night not only provided ambient sound for the market, but also brought the extra people and sales to the market.
- Oscar Mooneyhan made a motion that we have the annual Zucchini Races on the second Tuesday of August to coincide with the Jazz Society's concert night. Jane M. Bell seconded the motion. Motion passed without opposition.**
- Preferred vendor program, needs to push the produce more.

Treasurer's Report – Pam Larson

- Pam presented the market's current financial data
- Market Balance Sheet and Profit and Loss.
- The Year-to-Date report including attendance and income was presented by Chris.

Manager's Report – Chris Welch

Vendor drop outs

- Pink Greens, Jessica Rogers Photography, and Sonoma Spice Company have dropped out of the market.
- We are not seeing the vendor drop out so we can close the area behind City Hall, like we have in years past. Moving everyone to the front may be an issue this year.

Administrator's Report – Emily Fitzpatrick

EBT Matching

- There has been a in Administrators at the Moose Lodge. They have approved the matching funds for our EBT program. Tuesday Night Bingo winners will donate some of their winnings to the EBT matching fund. Funds could be potentially rolled over to the next market year.
- Emily thanked Lisa for stepping in for her while she was out of town.

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

- Starting in September, music will end at 8 pm, in October music will end between 7:35-7:45.
- Halloween Night music will be by Fred Olson.
- It was discussed that we shouldn't have a larger sized band on Jazz Society nights. Oscar said he'd move acts around for next year's line up.

Scholarship Committee – Mark Curtis and Penny Byrd

- The committee is updating the applications. We will announce that they will be available at the market manager's table.

Featured Vendor Spokesperson – Lisa Pidge

- Nothing new to report.

New Business

Market Staff Absences

–Chris will be out of town September 2nd.

–Oscar will be out of town 1st and 2nd Tuesdays in October. Lisa to coordinate while he is gone.

September's Board Meeting will be Wednesday, September 16, 2015 at 6:00 pm at The Palms.

Meeting adjourned at 7:45 pm.

Respectfully submitted,

Jane M Bell, Secretary

VOMCFM