

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
September 16, 2015
The Palms
Sonoma, CA

Meeting was Called to Order by President Bill Dardon at 6:10 pm.

Board Members Present:
Bill Dardon, President
Jane M Bell – Secretary
Penny Byrd
Lisa Pidge
Oscar Mooneyhan

Absent:
Mark Curtis – Vice-President
Pam Larson – Treasurer

Chris Welch, Market Manager
Emily Fitzpatrick, Market Administrator

Minutes Approval:

Oscar Mooneyhan made a motion to approve the Minutes from August 19, 2015. Jane M. Bell seconded the motion. Motion passed without opposition.

Agenda Approval:

Lisa Pidge made a motion to approve the agenda for September 16, 2015 meeting, Oscar Mooneyhan seconded. Motion passed without opposition.

President's Report – Bill Dardon

Market Sponsors:

- We have had Whole Foods sponsor the market for 3 years. Union Bank, Palms Grill, and others
- We'd like to have more market participation from our sponsors if at all possible.
- We should put out an ad looking for sponsors for the 2016 season.
- Additional funding will allow us to book bigger bill musical entertainment.

Valley Fire Donations:

- At last nights market, we collected \$250 for The Valley Fire Victims from patrons.
- It was discussed what to do with the funds.
- The Board was emphatic about not giving the money to the Red Cross. Redwood Credit Union is collecting donations from various communities around the county and 100% of it goes to the victims.
- Jane M. Bell made a motion to continue collecting donations for the Valley Fire Victims until the end of the market season, and then the Board will decide where to distribute the money. Lisa Pidge seconded the motion. Motion passed without opposition.**

Vendor's Booth Lights:

- Vendors need to bring lights now. Especially those preparing ready to eat food. The nights are getting dark early now.

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Vice-President's Report – Mark Curtis

–Due to Mark's absence, there was no Vice-President's Report.

Treasurer's Report – Pam Larson

–In Pam's absence, Chris Welch passed out the market's Year-to-Date Attendance, Profit & Loss and Balance Sheet Reports

–Chris will add a Line Item for the Fire Donation Fund in the Year-to-Date Report.

– So far our income is up \$2,500 from last year at this time.

Manager's Report – Chris Welch

Vendor No Shows:

–Vendor no shows are starting to increase. Will follow attendance policy to confront issue.

Non-Profit Vendors:

–Some non-profits raise money for various community causes while giving information about their group or organization. It is becoming a problem with them walking around the market selling raffle tickets. We need a policy in place for next year's non-profit vendors.

–**Lisa Pidge made a motion that the market adopt a policy for all Non-Profit Vendors starting in 2016, vendors will not be able to sell raffle tickets, or ask for donations. They must stay behind their tables, no walking around the market to promote their cause. They can pass out information only, no currency exchanging hands during the market. Jane M. Bell seconded the motion. Motion passed without opposition.**

Chamber of Commerce and Visitor Bureau Memberships:

–Chris recommended that the market become members of the Chamber of Commerce for \$335/year and the Visitor's Bureau for \$265/year.

–**Jane M. Bell made a motion that we spend a total of \$600/year for both the Chamber of Commerce and Visitor's Bureau Memberships. Oscar Mooneyhan seconded. Motion passed without opposition.**

Administrator's Report – Emily Fitzpatrick

EBT Matching:

–The Moose Lodge will be our Matching sponsor for EBT. Norma is the Bingo Coordinator there. Matching funds will be no more than \$1,000.

Old Business –

Music and Music Policy Committee – Oscar Mooneyhan

–The next two markets music will start by 5:45 and be done by 8 pm.

–In October, music will be done even earlier. No later than 7:30 pm.

Scholarship Committee – Mark Curtis and Penny Byrd

– The Scholarship Applications from last year are fine, we just need to change the date on them to April 1st. The applications are ready to be put on the website for people to download.

Featured Vendor Spokesperson – Lisa Pidge

– The Featured Vendor program is going well. Lisa is getting great feedback from both vendors and patrons.

New Business

–Open mike will be available for Lisa to promote Crushers of Comedy

-Knife Sharpener likes the space where he is, he doesn't want to be moved again.

-Drums and Crumbs added menu items without presenting them to the board, and Rancho Viejo had a woman selling crocheted hats next to their booth. Chris will address and monitor these issues.

October's Board Meeting will be Wednesday, October 21, 2015 at 6:00 pm at The Palms.

Meeting adjourned at 8:02 pm.

Respectfully submitted,

**Jane M Bell, Secretary
VOMCFM**