

**Valley of the Moon Certified Farmers Market**  
Board of Directors Minutes  
April 20, 2016  
The Palms  
Sonoma, CA

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

Board Members Present:

Bill Dardon – President

Mark Curtis – Vice-President(Late)

Jane M Bell – Secretary

Pam Larson – Treasurer

Penny Byrd

Lisa Pidge

Guests:

Paul Wertz, Paul's Produce

Lina Perlas, Sonoma Valley Jazz Society

Chris Welch, Market Manager

Emily Fitzpatrick, Market Administrator

**Minutes Approval:**

**Lisa Pidge made a motion to approve the Minutes from March 16, 2016. Pam Larson seconded the motion. Motion passed without opposition.**

**Agenda Approval:**

**Lisa Pidge made a motion to approve the agenda for April 20, 2016 meeting, Jane M. Bell seconded. Motion passed without opposition.**

**Guest Presentations and Issues –**

**Farmers' Representatives:**

Paul Wertz from Paul's Produce was present to discuss farmers' issues and purposed solutions.

- Farmers are looking forward to the implementation of the Veggie Valet Service for the market. VOMCFM will take care of the logistics of this service for market patrons.
- We have signed up with FarmFan a phone app that allows the market to promote farmers and special during the market. We just need to build up our FarmFan list.
- We will also create a loyalty program so patrons can earn points for prizes.
- The farmers suggested that instead of letting farmers sell as soon as they are set up, they all start selling at the same time.
- Music won't start until 6:30 so patrons can do their market shopping before they settle in for music and entertainment.
- We will also implement a “hat check” Station for produce storage is patrons don't want to carry all their produce purchases around with them all evening.
- The farmers feel that our promotional efforts are on target.
- We want to set up a Committee Meeting on either Monday or Wednesday evenings. We will try to set it up as a phone conference meeting if possible.

Lina Perlas of the Sonoma Valley Jazz Society was present to discuss mutual arrangements for

keeping the bathrooms clean, and stocked with toilet paper. The cost to Sonoma Valley Jazz Society will be \$125 for the season.

### **President's Report – Bill Dardon**

- Bill Reported that our garbage guy, David is retiring. He will be training Matt to take his place to keep our market clean and tidy.
- Bill Reported that he still had no information on the market lock up box.

### **Sponsorship Program**

- Bill reported that Daniele's Classic Auto Body has agreed to be a Gold Sponsor of the market.
- So currently we have Daniele's Auto Body and Whole Foods Market as Gold Sponsors. Christa Graton Insurance, Sonoma Clean Power and Palms Grill as Silver Sponsors.
- Sonoma's Best Declined sponsorship request
- It was suggested that we approach Simply Solar California about sponsoring a solar panel to power the music. We need to know how big the panel would be and how much power would the musicians need.

### **Lock Up Box**

- For the Lock up box, we need to know what size is needed.

### **City Council Meeting**

- Chris handled the issues brought up by the City Council very well.

### **Vice-President's Report – Mark Curtis**

- Mark had nothing to report for the meeting.

### **Treasurer's Report – Pam Larson**

- Pam presented the current Profit and Loss Statement, and Balance Sheet.
- Chris and Emily to with Union Bank regarding a market grant.

### **Manager's Report – Chris Welch**

- It was suggested that the Veggie Valet charge \$3/trip be paid \$3 per trip by VOMCFM.
- Veggie “Hat” Check area will be in the Bicycle Valet area.
- We had an artisan drop out of the market.
- **Jane M. Bell made a motion to accept Sonoma Ceramics to replace them. Lisa Pidge seconded. Motion carried without opposition.**
- **Lisa Pidge made a motion that food vendors will not be allowed to sell merchandise that are not food items. Penny Byrd seconded the motion. Motion carried with 3 for and 2 against the motion.**
- Dave, our market garbage man is training Matt to take over his job so he can retire. Currently Dave works on average 9-12 hr/market night. It is agreed that we pay Matt a flat rate of \$200/night.

### **Administrator's Report – Emily Fitzpatrick**

- Emily presented the 2016 Market Poster. The theme this year will be honey bees.
- On the second tuesday of each month we will have a lady at the market doing honey bee

education and sell some of her merchandise.

- We will also pass out Sunflower Seeds for people to plant.
- We will be ordering our market tote bags for the year. We will start off with 50 bags with the new poster picture, and 50 totes with all 6 poster images from the past 6 years.

**Old Business –**

**Music and Music Policy Committee – Oscar Mooneyhan**

- Oscar submitted a report that he booked the Teen Group “Radar” for music on our Zucchini Race Night August 9<sup>th</sup>.

**Scholarship Committee – Mark Curtis and Penny Byrd**

- Penny and Mark reported that we only had one application at this time.

**Old Business**

- There was no Old Business at this time.

**New Business**

- There was no New Business at this time.

**May's Board Meeting will be Wednesday, May 18, 2016 at 6:00 pm at The Palms.**

**Meeting adjourned at 8:43 pm.**

**Respectfully submitted,**

**Jane M Bell, Secretary  
VOMCFM**