

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
January 17, 2018
The Palms
Sonoma, CA

Meeting was Called to Order by Vice-President Mark Curtis at 6:04 pm.

Board Members Present:

Bill Dardon – President (Late)

Mark Curtis – Vice-President

Jane M Bell – Secretary

Pam Larson – Treasurer

Penny Byrd

Lisa Pidge

Chris Welch, Market Manager

Emily Fitzpatrick

Minutes Approval:

Pam Larson made a motion to approve the Minutes from November 29, 2018 meeting. Jane M. Bell seconded the motion. Motion passed without opposition.

Agenda Approval:

Penny Byrd made a motion to approve the amended agenda for January 17, 2018 meeting, Lisa Pidge seconded. Motion passed without opposition.

Guest's Presentations, Vendor Appeals, and Issues:

No presentations, appeals or issues at this time.

President's Report – Bill Dardon

Bill was late to the meeting to this agenda item was tabled

Vice-President's Report – Mark Curtis

– Mark Curtis had nothing to report

Treasurer's Report – Pam Larson

– Pam Larson presented the end of 2017 Profit and Loss Report and Balance Sheet.

Manager's Report – Chris Welch

2018 Market Season:

– Application deadline is February 1, 2018. There will be a \$30 late fee for applications received after the deadline.

– So far we've received 18 applications: 2 Farmers, 6 Food Ready to Eat, 3 Packaged Food, 5 Artisans, and 2 Beer and Wine.

Cannabis Clone Sales at the Market

– We received an inquiry about selling small cannabis clones at the market in the Ag/Farmers

section, similar to vegetable starts. The Board has decided that this would not be appropriate for our family centered market.

- **Mark Curtis made a motion that the VOMCFM Board of Directors is against any vendor selling recreational or medical cannabis at the market. Lisa Pidge seconded the motion. Motion passed without opposition.**

Stall Fee Changes for the 2018 Market Season:

- **Jane M. Bell made a motion that we change the Beer and Wine Stall Fees from \$75 to \$100 minimum or 10% of sales whichever is greater. Penny Byrd seconded the motion. Motion passed without opposition.**
- **Mark Curtis made a motion changing Packaged Food Vendor's stall fees from \$30-\$35. Lisa Pidge seconded the motion. Motion passed without opposition.**
- **Mark Curtis made a motion to raise the Food, Ready-to-Eat Stall fees to \$60 minimum or 10% whichever is greater. Penny Byrd seconded. Motion failed with a vote of 2 Ayes and 3 Nays**
- Farmer's stall fees will remain at \$30/stall space. Food Ready to Eat will remain \$50 minimum or 10% of sales which ever is greater, Artisans will remain \$25/stall space for the 2018 market season.
- **Lisa Pidge made a motion to Ban all food trucks from the market for the 2018 market season. Mark Curtis seconded the motion. Motion failed with a vote of 1 Ayes and 4 Nays.**

Selection Committee for the 2018 Market Season:

- The selection committee will meet at 6:00 pm on February 12 and 13 at Bill's office at 34 West Spain St in Sonoma.

2018 Market Season:

- Application deadline is February 1, 2018. There will be a \$30 late fee for applications received after the deadline.

2018 Sponsorship Program Changes:

- The Board has decided to not make any changes to the Sponsorship tiers at this time.

Administrator's Report – Emily Fitzpatrick

2018 Market Fundraiser:

- We'd like to throw a comedy show fundraiser with silent auction and beer and wine and food sales. Possible date of the event will be sometime in April, hopefully the 14th or 21st.
- The Comedy Show Fundraiser Committee 2018 will consist of Lisa, Emily, Mark and Jane.
- The first meeting of the committee will be February 23rd at 5 pm at Bill's Office, 34 W. Spain St in Sonoma.
- The topic of running the 2018 market season through the end of October was tabled until next meeting.

Bill Dardon's Report (Sponsorships):

- Bill informed the Board that Lagunitas Brewing Company are interested in becoming a sponsor.
- We are interested in getting Daniele's Auto Body, Broadway Farms as sponsors for the next season.

- We'd also like to begin a personal sponsorship program called “Friends of the Market” for individuals.
- Also the City of Sonoma has reduced our basic rental fee for the horseshoe. For their generosity City of Sonoma will be treated as a Market Sponsor.

Old Business –

Music Committee Report:

- The Sarafini's would love to continue booking the music for the 2018 season.

Scholarship Committee – Mark Curtis and Penny Byrd

- No report at this time.

Old Business –

- No Old Business at this time.

New Business –

- No New Business at this time.

March's Board Meeting will be Wednesday, February 21, 2018 at 6:00 pm at The Palms.

Meeting adjourned at 8:35 pm.

Respectfully submitted,

**Jane M. Bell, Secretary
VOMCFM**