

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

Meeting was called to Order by President Bill Dardon at 6:13pm

Board Members Present:
Mayra Lozano -- Secretary
Mark Curtis – Vice President
Bill Dardon – President
Emily White

Absent:
Penny Bird
Pam Larson

Emily Fitzpatrick, Market Administrator
Chris Welch, Market Manager

Minutes Approval:

Mark Curtis made a motion to approve the Minutes from September 26, 2018 as amended. Emily White seconded the motion. Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the agenda for October 17, 2018 with addition under old business to add discussion about Beer vendor. Emily White seconded. Motion passed without opposition.

President's Report – Bill Dardon

Bill speaks about how he spoke to Penny about young lady that sent letter in regards to scholarship. In regards to Lisa Pidge board member update. She did not reply to the various communication efforts in regards to her position on the board. Effective October 5th, 2018 Lisa Pidge is no longer a board member.

Vendors have been coming up to Bill wondering about this year's vendor party. To be discussed under Old Business.

Guest Presentations:

Matt Luce owner of Mr. Clean Green, full time garbage man. Speaking to the amount of waste, recycling and compost that was created by the farmers market this year. Is it possible for the market to speak to vendors and how they are confronting him in regards to throwing their garbage in the plaza garbage cans? Speak to the city to add containers to female bathroom stalls. He would also like to ask why is it that during the markets when the jazz festival markets are not held to the same standard in regards to waste and they only have one debris container as opposed to the market that must have their debris gone through.

Vice President's Report – Mark Curtis

Mark Curtis speaks to how we might need to create a master list of important topics that the market brings up throughout the year. The list will be looked to at every meeting so that topics are discussed that need to be discussed during meeting.

Mark makes a motion that we create a master ongoing and open list of topics that are open for discussion and are reviewed prior to Presidents report at each meeting. Emily White seconded. Motion passes without discussion.

Treasurer's Report – Pam Larson

Chris Welch reporting due to Pam's absence. Good news, sheriffs bill paid. Expenses to date: Net profit 15k last year. This year it was \$22k. We are doing better but income and expenses are ever changing. Last years period from now to end of the year there were bills that were paid at the end of the year last year but this year it have already been paid. \$33,300 balance this year. We should have \$16,500 healthy reserve before the next market with income from sponsorships and market applications. This number is an estimate. We will get an updated report at end of year.

In regards to sponsorships we should definitely begin to look into when companies are spending the money for sponsorships in the future. Create a master list of companies and time frames for future use in regards to finding sponsorships.

Manager's Report – Chris Welch

Chris does not have anything at this point that he has not spoken about throughout the meeting.

Administrator's Report – Emily Fitzpatrick

Emily does not have anything at this point that she has not spoken about throughout the meeting.

Scholarship Committee Reports – Mark Curtis and Penny Byrd

Scholarship business to be spoken to in old business.

Old Business –

- Vendor Christmas Fiesta: Unfortunately turnout in past years has not been very high from Vendors and the cost and time spent to put it on puts the market in the red.

New Business –

- Christmas Party

Mark Curtis makes a motion that we authorize a Holiday Party not to exceed \$1500 for the board members, music committee and paid staff. Emily White seconded. Two yays. One Nay. Motion passes.

- Sponsorship

Mark Curtis makes a motion that we create Sponsorship committee to look into future sponsorships which will include Biil Dardon, Emily White and send an email to the absent board members as to if they would like to be a part of it. Emily White seconded. Motion passed without opposition.

August Board Meeting will be Wednesday, November 28, 2018 at 6:00pm at The Palms.

Meeting adjourned at 8:14pm

Respectfully submitted,

Mayra Lozano, Secretary