

**Valley of the Moon Certified Farmers Market**  
Board of Directors Minutes  
November 28, 2018  
The Palms  
Sonoma, CA

**Meeting was called to Order by President Bill Dardon at 6:15pm**

Board Members Present:

Mayra Lozano -- Secretary  
Mark Curtis – Vice President  
Bill Dardon – President  
Penny Bird  
Emily White  
Pam Meehan-Carr

**Absent:**

Emily Fitzpatrick, Market Administrator  
Chris Welch, Market Manager

**Minutes Approval:**

**Emily White made a motion to approve the Minutes from October 17, 2018 as amended. Mayra Lozano seconded the motion. Motion passed without opposition.**

**Agenda Approval:**

**Pam Meehan-Carr made a motion to approve the agenda for November 28 , 2018 with addition under old business to add discussion about Beer vendor. Mayra Lozano seconded. Motion passed without opposition.**

**President's Report – Bill Dardon**

Bill speaks to how vendor fees will remain the same for next year. CSCC speaker gave rave reviews to the market.

**Mark Curtis makes a motion that Bill Dardon looks into the purchasing of commemorative cow bells to sell during the market. Pam Meehan-Carr seconded motion.**

**Guest Presentations:**

Mary and Gerard Serafini, in charge of music. Gerard speaks to how he believes most of the market went well of course some faux faux that have been addressed. Mary speaks to how there was a lot of energy during the markets. Feedback from someone spoke to how Latino music should be integrated within the market. Bill speaks to how the Latino population has grown exponentially and with that we should bring in Latino music. Gerard speaks to how bands are bringing there A game to the market. Overall we would keep a large portion of the same bands. Every band was local. Emily speaks to how we may look into bringing music from the Sonoma Valley and not just Sonoma. Mark talks to how he really enjoyed the music and does not see a problem with bringing bands back from this past season that were local. Mary brings up how they needed to decline bands. Bill brings up how he had heard from Third Rail members and how much they loved being a part of the market music. He also praises the sound and the great job done by everyone including Max. Bill brings up budget and how possible it is how we can keep it where it is. Also, brings up Jazz and acoustic nights. Mark brings up the possibility of having bands with gusto do acoustic. Gerard brings up possibility of karaoke night. Bill brings up if they would like to continue to do it next year. Both would definitely like to do it next year and want to make sure that the budget wont go down but if there is any additional money budget wise to throw to the entertainment they would take it. Chris brings up how it definitely will not go down but the market budget as a whole will as always continue to be looked at. The Serafini's speak to how they can look into sponsorships for only music. Gerard brings up how if the market wants full production during acoustic nights then budget would need to go up. Whole market thanks the Serafini's.

**Mark Curtis makes a motion that we hire the Serafini's to coordinate and implement the music for the 2019 Farmers Market with the idea that the budget stays relatively the same. Penny Byrd seconded. Budget for past season \$8100. Motion passes without opposition.**

Emily brings up that if within the budget of the upcoming season we are able to increase the amount to be paid to the Serafini's. We must speak to the Serafini's and nail out the specifics in regards to the contract as well as the sponsorships for the music.

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

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

#### **Treasurer's Report – Pam Meehan-Carr**

Pam reporting we are doing better but income and expenses are ever changing. We should have a \$16,500 healthy reserve before the next market with income from sponsorships and market applications. This number is an estimate.

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

Chris does not have anything at this point that he has not spoken about throughout the meeting. Chris speaks that he and Bill went to the CSCC meeting. Everything went smoothly with the report submitted. Spoke about the various topics we brought up last meeting (i.e. women's sanitary napkins, Jazz festival trash). They have signed off on the event for next year. We need to go to the CSCC, the city staff people, fire, park, parking, and street heads show up and they let us know what we need to do for next year. Chris is creating the application for the 2019 season for the next CSCC meeting. Plaza market fee would go from \$250 next year to \$500 in 2020 basically doubling fees, \$5000 for Plaza rent. Last meeting he spoke to how in upcoming year we should end up with \$15k in reserves but will know for sure when the market begins. We need to make sure that money wise we have the money for the fees being doubled in 2020 and what the future holds. Mark brings up how in the future we may need to speak to the CSCC about how feasible it is for us to continue to pay \$500. During the CSCC they spoke about how in 2019 they do not want a market during the week of the Fourth of July. If Fourth of July falls on Friday or Saturday we would like the market continue and mention that to the CSCC.

Chris and Pam will be looking into the possibility of changing the VOMCFM non-profit status from 501(c)(4) to 501(c)(3).

#### **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**

##### **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: Christmas Invite sent out. Will occur December 4<sup>th</sup>.
- Sponsorship

**August Board Meeting will be Wednesday, January 16 2018 at 6:00pm at The Palms.**

**Meeting adjourned at 8:04pm**

**Respectfully submitted,**

**Mayra Lozano, Secretary**