

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
February 21, 2018
The Palms
Sonoma, CA

Meeting was Called to Order by Vice-President Mark Curtis at 6:09 pm.

Board Members Present:

Bill Dardon – President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Pam Larson – Treasurer

Penny Byrd

Lisa Pidge

Guest:

Kala Stein, Director of Ceramics,

Sonoma Community Center

Chris Welch, Market Manager

Emily Fitzpatrick

Minutes Approval:

Lisa Pidge made a motion to approve the Minutes from January 17, 2018 meeting. Pam Larson seconded the motion. Motion passed without opposition.

Agenda Approval:

Jane M. Bell made a motion to approve the amended agenda for February 21, 2018 meeting, Pam Larson 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 briefly.

Sonoma Golf Classic Live auction items at our comedy fundraiser. Present a list of what is available at the silent auction.

Groupon – Wine lot situation for the fundraiser \$65 or less. Should we purchase these wines for our auction? These wines are from all over the world including CA. We may be able to get some wine donated. Tabled until we get to the topic on the agenda.

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 from 2017.

Guest Presentation – Kala Stein, Director of Ceramics, Sonoma Community Center

- Kala presented a proposal to the board for art centered projects for the children who attend the market. The program is free for all kids who attend the market. Booth will be staffed and have signage. They will require power and near by water for their operation. They would like to be in the same area where the bike valet currently sets up.

Manager's Report – Chris Welch

2018 Market Season:

- **Lisa Pidge made a motion that we accept and approve the selections committee's recommendations of vendors for the 2018 market season. Pam Larson seconded the motion. Motion passed without opposition.**
- The Market is currently full. Chris presented the accepted list of vendors for the 2018 season and the map.
- We have 2 late applications. Gerard's Pialla will need 2 stalls and Hayes' Ceramics.
- **Lisa Pidge made a motion that we put the two late vendors on a waiting list and accept them when space becomes available. Penny seconded the motion. Motion carried without opposition.**

Music:

- The Sarafini's want to book self-contained acoustic music for nights that there will be jazz in the amphitheater.
- The Sarafini's are also seeking a budget of \$8,000 for the market season. This will cover all 17 nights (\$500/ night). This cost will cover cost of sound, band and booking fee.
- **Jane M. Bell made a motion to approve the \$8,000 budget for music, sound and booking fro the 2018 market season. Pam Larson seconded the motion. Motion passed without opposition.**

Administrator's Report – Emily Fitzpatrick

Poster Art Contest:

- Emily presented the details for the 2018 Poster Art Contest.
- **Jane M. Bell made a motion that the 2018 Poster Art Contest include original art from anyone within Sonoma County. Penny Byrd seconded the motion. Motion passed without opposition.**

Farmers' Market Funny Fest 2018:

- We need to define ways one can “support the marekt” with perks and donation levels.
- Donations for the Silent Auction and Raffle will be as such: \$25-\$100 value = Raffle, and \$101 and above value = Silent Auction. This will be taken up further by the Fundraiser Committee at their next meeting on February 28th at 6 pm at Bill's Office.

Bill Dardon's Report (Sponsorships):

- Bill informed the Board that Broadway Farms would like to do a fundraiser dinner for the market. They are willing to give the market \$1,500 off the top to the market. This item was tabled while we work on the Funny Fest details. It was suggested that the Broadway Farms Fundraiser be held later or after the 2018 season is complete.

Old Business –

Music Committee Report:

- Music Committee's Report was covered by Chris during his Market Manager's Report

Scholarship Committee – Mark Curtis and Penny Byrd

- It was recommended by the Scholarship committee that this year instead of giving away a scholarship, we send funds to school garden and culinary programs and/or FFA/4H type agriculture programs.

Old Business –

- No Old Business at this time.

New Business –

- **Mark Curtis made a motion to move the Community Center's Art Program for kids next to the Bike Valet. Lisa Pidge seconded the motion. Motion passed without opposition.**

March's Board Meeting will be Wednesday, April 18, 2018 at 6:00 pm at The Palms.

Meeting adjourned at 8:21 pm.

Respectfully submitted,

**Jane M. Bell, Secretary
VOMCFM**