

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
March 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 (Late)

Mark Curtis – Vice-President

Jane M Bell – Secretary

Pam Larson – Treasurer

Lisa Pidge

Guest:

Mary Sarafini

Absent:

Penny Byrd

Chris Welch – Market Manager

Emily Fitzpatrick – Market Administrator

Minutes Approval:

Lisa Pidge made a motion to approve the Minutes from February 21, 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 March 21, 2018 meeting, Lisa Pidge seconded. Motion passed without opposition.

Guest's Presentations, Vendor Appeals, and Issues:

Guest Presentation:

Mary Sarafini: Mary presented the music schedule for the 2018 Market Season.

Vendor Appeal:

Palooza: Jeff Tyler, Owner and Patrick General Manager were present to appeal their exclusion from the market for the 2018 season.

Pam Larson made a motion to put Palooza on the market wait list. Jane M Bell seconded the motion. Motion failed with 2 yeas and 3 nays.

President's Report – Bill Dardon

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

Vice-President's Report – Mark Curtis

- Mark Curtis had nothing to report.

Treasurer's Report – Pam Larson

- Pam Larson presented the latest Profit and Loss Report and Balance Sheet.
- So far we have Union Bank, Sonoma Clean Power, and Krista Granton as sponsors for the 2018 market season.

Manager's Report – Chris Welch

Letters:

- Chris read a letter from declined vendor Ultimate Souvlaki
- Tips Tri Tip regarding beverages for the 2018 market season.
- **Mark Curtis made a motion to allow all food vendors to sell water and sodas, and change the Java Wagon from a prepared food vendor to a packaged food vendor. Lisa Pidge seconded the motion. Motion passed without opposition.**

Misc Market Business:

- The different levels of sponsorship was discussed: We have “Friends of the Market,” “Patrons of the Market,” and “Sponsors of the Market.”
- Benzinger Winery would like to be at the market weekly with their Olive Oil and also in the rotation for the wine tent.
- Chris announced that Vendor Applications are no longer downloadable from our website as the market is currently full.
- Hayes Ceramics will join the market in Mid-June.
- Toco Choco is currently not on the market wait list.

Administrator's Report – Emily Fitzpatrick

- Emily presented the art work for the year's market poster.
- **Mark Curtis made a motion to accept the presented poster design layout with minor alterations. Lisa Pidge seconded the motion. Motion passed without opposition.**
- Emily presented art work submissions for the 2018 Poster Art Contest. The winning submission was a painting with figs with leaves, pomegranates and olives.

Farmers' Market Funny Fest 2018:

- Chris will order the fundraiser banner.
- Lisa will organize staging.
- Denise Walbanks has volunteered to help with the event.
- Tickets and Raffle will be organized by Emily
- Lisa will obtain wine for the event.

Old Business –

Scholarship Committee – Mark Curtis and Penny Byrd

- Nothing to report at this time.

Old & New Business –

- No Old or New Business at this time.

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

Meeting adjourned at 8:36 pm.

Respectfully submitted,

**Jane M. Bell, Secretary
VOMCFM**