

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
April 18, 2018
The Palms
Sonoma, CA

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

Board Members Present:

Pam Larson – Treasurer
Lisa Pidge
Penny Byrd
Mark Curtis – Vice President
Bill Dardon - President

Absent:

Jane M Bell - Secretary

Emily Fitzpatrick, Market Administrator
Chris Welch, Market Manager

Minutes Approval:

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

Agenda Approval:

Mark Curtis made a motion to approve the agenda for April 18, 2018. Lisa Pidge seconded. Motion passed without opposition.

Lisa Pidge spoke first regarding our Comedy Night fund raiser for the market. Tickets were lowered to \$20.00 in anticipation of increasing sales. Lisa tagged our vendors with Facebook presence in hopes they would like her post and share it. We have sold 10 tickets so far. The Sonoma Valley Sun has been promoting it and Bill, Emily and Chris have been on the KSVY morning show and Ken Brown's Hey Neighbor show. Emily indicated some items will be for the silent auction and some will be raffle prizes. If the crowd ends up being small, Chris suggested we have raffle prizes only.

President's Report – Bill Dardon

Bill announced that we had lost Palms Restaurant, Whole Foods and Sonoma Broadway Farms as sponsors for the market. We do have 3 sponsors at this time, Christa Granton Insurance, Sonoma Clean Power and Union Bank. He has not spoken to Daniele's Classic Auto Body yet. Emily was going to speak to Lisa Jansen, Event Coordinator for the City of Sonoma about her strategy for obtaining sponsors. Emily said we will discuss a 2nd fund raiser during the market season. Chris reported we have many food vendors which could increase our earnings. Chris also suggested we refer interested parties to the Manager's table regarding becoming Friends of the Market.

Vice President's Report – Mark Curtis

Mark had nothing to report.

Treasurer's Report – Pam Larson

Pam presented the current Profit and Loss Statement and the Balance Sheet.

Manager's Report – Chris Welch

Chris reported Aunt Betty's offered to donate market posters from previous years as a silent auction item. Crooked Goat requested to sell pint glasses and koozies along their beer—Chris asked for Board guidance about wine & beer vendors selling collateral non-alcohol items. Mark Curtis made a motion to that the market needs to be informed of and approve any non-alcohol merchandise that beer and wine vendors wish to sell, and also that those product sales needs to be included in their total gross weekly sales. Lisa Pidge seconded. Motion passed without opposition. Chris will Crooked Goat and other vendors know about the new policy and encourage them to source local if possible.

New Vendor Applications –

Chris reported 2 farmers had sent in late applications, Araceli Farms and Neves Roses. Araceli Farms specializes in lavender and lavender-based products, and Neves Roses specializes in various flowers. Chris said the flower sales would conflict with our other vendors but would contact them to see if they were interested in just bringing their roses. Araceli Farms lavender products (soaps,

lotions, etc.) also are a conflict as we currently have other vendors selling similar products. Chris will contact Araceli to see if they were interested in selling only their lavender.

Mark made a motion that lavender only products that are made by the vendor are acceptable to the market. Lisa seconded the motion. Motion failed. Lisa made a motion to allow lavender only (no other lavender products) from the vendor. Mark seconded. Motion passed. Lisa made a motion to accept Txoco Choco as a late applicant to the market. Mark seconded the motion. Motion passed without opposition.

Chris reported that The Children's Museum of Sonoma County approached him about offering some hands-on children's activities at some markets, perhaps twice a month. He referred them to Kayla Stein, who is heading up the Community Center's Art in the Plaza children's area near Java Wagon. The Children's Museum and Kayla have been in contact and will hopefully work out a sharing agreement.

Administrator's Report – Emily Fitzpatrick

Emily discussed the board assignments for the upcoming fund raiser at Vintage House. She asked the board to be there at 5:00pm to help in setting up.

Scholarship Committee Reports – Mark Curtis and Penny Byrd

Penny reported that only 2 students applied for the scholarship.

Old Business –

- There was no Old Business at this time.

New Business -

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

Meeting adjourned at 9:05pm.

Respectfully submitted,

Pam Larson, Treasurer