

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
May 23, 2018
The Palms
Sonoma, CA

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

Board Members Present:

Bill Dardon – President

Mark Curtis – Vice-President

Jane M Bell – Secretary

Penny Byrd

Lisa Pidge

Absent:

Pam Larson

Chris Welch – Market Manager

Tray Coles – Asst Market Manager

Emily Fitzpatrick – Market Administrator

Minutes Approval:

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

Agenda Approval:

Mark Curtis made a motion to approve the amended agenda for May 23, 2018 meeting, Jane M. Bell seconded. Motion passed without opposition.

Guest's Presentations, Vendor Appeals, and Issues:

No presentations at this time.

President's Report – Bill Dardon

Funny Fest Fundraiser – with Emily Fitzpatrick

- Bill thanked everyone, especially Lisa Pidge for all their hard work to put together the Funny Fest Fundraiser.
- We didn't get the response that we had hoped for.
- Essentially we broke even. But we learned a lot from the experience.
- Next time we need to get more people involved.
- We brought in \$4,900 from the event. \$2,000 of the proceeds went to Emily and Chris for their labor.
- Vendor and community contribution requests needed to be out longer in order to get a better response.
- In future it'd be better to do paper ticket sales along with the Event Brite ticket sales.
- We need to do a better job at promotions and getting more volunteers.
- Perhaps have it after the market starts, so we can promote the event at the market too.
- The Silent Auction brought in \$940.

Bell-Bottom Bash –

- Oscar Mooneyhan wants to do his annual Bell-Bottom Bash Fundraiser on July 14th to

benefit the Valley of the Moon Certified Farmers Market this year.

- The Women's Club of Sonoma will handle the alcohol sales and keep the proceeds from their sales.
- All other proceeds will be donated to the market.
- Mark Curtis volunteered to coordinate food vendor for the event with El Brinquito Market. Suggested menu would be street tacos for \$5, Burritos for \$7 and Chili Rellenos for \$10.
- We would like 10% of food sales donated back to the market.
- We will be in charge of promotion and ticket sales.
- It is suggested that tickets price at \$15 per person or \$25 per couple.
- We can have a “Friends of the Market Table” and a 50-50 raffle.
- **Mark made a motion that we move forward with Oscar Mooneyhan for the planning of the Bell-Bottom Bash. We will further discuss ticket pricing, food vendor, etc at a later date. Jane M. Bell seconded. Motion passed without opposition.**

Vice-President's Report – Mark Curtis

- We've heard great feedback regarding the newly expanded food options available at the market.
- The Gerard's Paella is excellent with lots of meat provided in his offerings.
- It was suggested that we have a “Friends of the Market” table at the market, and perhaps a market mascot. The “Friends of the Market” table discussion was moved to old business.

Treasurer's Report – Pam Larson

- Pam Larson was absent so Chris Welch presented the latest Profit and Loss Report and Balance Sheet.
- Chris also presented a year to date market totals for vendor attendance, EBT, and market merchandise sales.

Manager's Report – Chris Welch

Art in the Park:

- The organization has seemed to out grow it's space. At times some 80 kids and adults participate in the program. Their area needs to be more contained.
- They would like to be able to sell items produced by their ceramic artists. This practice would only be allowed when our accepted ceramics vendor is not in attendance at the market.

Guest Mary Catherine from Pet's Life Line:

- Pet's Life Line want to bring enclosed animals to the market to help promote offsite pet adoptions with volunteers in a grassy area of the market.
- We would have to check with the City of Sonoma regarding the Animals on the Plaza Ordinance, and also with the Health Department.
- We also feel like the noise from the music and over all market noise may be too stressful for an enclosed animal.

Letters and Emails:

- Chris read an email from Ann Schapiro stating that she was happy to see that The Green Grocer did not return to the market this year. She explained that she received horrible treatment from the vendor during last years market. She also state that she was very happy

with the new food vendor options for this market year.

New Vendor Applications:

- Goji Strong - Danté sent us some goji infused chocolate samples. The goji berries are grown locally. At this time there is no room in the market, and even if there were, the board feels that they would be in direct competition with the other Chocolate Vendor already in the market.

Traveling Fair July 24th:

- Jane Engal is the contact regarding this.
- We will need to communicate with Lisa Jansen with the City regarding 4-H exhibits with animals.
- All animals must be properly secured. No dogs, horses or chickens. Also no facepainting will be allowed during their visit.
- **Mark Curtis made a motion that Chris communicate and coordinate with Jane Engal and Lisa Jansen regarding the Traveling Fair Visit on July 24th. Lisa Pidge seconded the motion. Motion passed without opposition.**

Nellie's Oyster's:

- Nellie's Oyster's would like to add Clam Chowder in a bread bowl to their menu. The new item would be \$12.
- The Board didn't approve the new menu item until confirmation of the bread bowl chowder size was clarified.

Lagunitas Brewing Company:

- Want to do a "Hops for Crops" fundraiser and donate the proceeds back to our market.
- They would also like to be added to the Beer Vendor rotation for the current market year. We already have 2 beer vendors, one of which has prepaid for the entire season.
- This discussion was tabled until a later date.

Old Business –

Music Committee –

- Music quality and operations are going good at this time.

Scholarship Committee – Mark Curtis and Penny Byrd

- Nothing to report at this time.

New Board Members –

- Lazero from The Patch may be interested in serving on the board.

New Business –

- No New Business at this time.

March's Board Meeting will be Wednesday, May 20, 2018 at 6:00 pm at The Palms.

Meeting adjourned at 8:41 pm.

**Respectfully submitted,
Jane M. Bell, Secretary
VOMCFM**