

Valley of the Moon Certified Farmers Market

Board of Directors Minutes

July 18, 2018

The Palms

Sonoma, CA

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

Board Members Present:

Pam Larson – Treasurer

Penny Byrd

Mark Curtis – Vice President

Bill Dardon - President

Absent:

Lisa Pidge

Emily Fitzpatrick, Market Administrator

Chris Welch, Market Manager

Minutes Approval:

Penny Byrd made a motion to approve the Minutes from June 20, 2018. Pam Larson seconded the motion.

Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the agenda for June 20, 2018. Pam Larson seconded. Motion passed without opposition.

Bill introduces WestWay formerly Rocket Girls now, Molly Higherly. Molly, mentions she has been part of the farmers market for nine years. Introduces coworker Emily White. Working with Molly for past eight years. They love working with the Sonoma community and farmers market. Bill introduces Mayra Lozano. She mentions that she was the treasurer 6ish years ago. Now looking to be secretary and a member of the board.

President's Report – Bill Dardon

Bill speaks about Bell Bottom Bash and how attendance not what was expected but says people enjoyed it. Participants, those that worked to create the event, all worked really well. Food provided by El Brinquito was delicious. Mark Curtis comments that he believes that people do not understand why the farmers market needs to fundraise. Bill would like to try to revisit fundraising until possibly next year because of low turnout. Mark Curtis thanks the Women's Club and their efforts. Bill states he has been announcing that the bathroom closes at 9pm. He mentions it at the beginning, middle and the end of the market. Bill being at the bathroom door and telling people that it closes at 9pm also has been helping getting the word out to the community.

Vice President's Report – Mark Curtis

Mark Curtis reports that he sees the farmers market being really busy and it has been great.

Treasurer's Report – Pam Larson

Pam Larson speaks to how we should look to get more sponsorships for 2019 maybe Sonoma Market. Bill reports that the sponsorships we currently have we've had for several years. Pam comments that she would like to see about moving from a 501C4 to a 501C3 non-profit. Pam states that income has increased from this time last year. Pam continues with how people do not understand why the farmers market needs a Board. Mark Curtis comments how we should try and to inform as well as teach the public next year where funds are

going. Mark also explains how we should do this before the RFP comes up. Bill reports that the City of Sonoma sponsors us by providing us a discount on the rent of the plaza.

Manager's Report – Chris Welch

Chris reports how he spoke to Amy Harrington and she kind of apologized for last years market. Chris comments that the comparison average of vendors, income, EBT and products income has almost all increased compared to this time last year but, of course, changes weekly. Chris states how food truck amps need reworking because The Fig Rig has used their generator for the past 11 markets. He talks about possibility of rigging some extension cord by the garbage. Chris believes that The Fig Rig and TriTips might have to switch off using their propane. Last thing from Chris is email from Lisa Jansen about chairs being dropped off at 10:30am for the market and something needs to be changed possibly writing up a policy about no one setting up until 4:30pm. Chris emailed back about having the City write the policy so that it has more bite. Mark Curtis' recommendation that we should start letting people know during the market.

Administrator's Report – Emily Fitzpatrick

Emily reports on the zucchini races and the new form for the new system. Ribbons will be purchased for participation and winning zucchini. Mark Curtis brings up how we need to speak about Judges. Emily will get in contact with Rob Wilson to bring the ramp as well as being a judge and asking Chris Petlock, Christa Gratin and Pam Larson to also be judges. She will also remind Jon Williams about the set up for sound.

Scholarship Committee Reports – Mark Curtis and Penny Byrd

Penny reports that the woman that she has worked with the FFA were wondering if the farmers market would be willing to give them a scholarship to help the kids that have little money to pay for their livestock. Penny and Mark will speak between the two of them to figure something out regarding this.

Old Business –

- There was no Old Business at this time.

New Business –

- Molly and Emily would both like to be on the board. Emily believes that new blood would be great for the board. Mark Curtis states that having Molly and Emily, who are both part of WestWay, might look skewed by the public.
- George Thompson letter regarding being a member of the board. If you would like to read ask Chris Welch to email letter to you.

Mark Curtis makes a motion that we nominate Mayra Lozano a Board Member of the Valley of the Moon Board. Penny Byrd seconded. Motion passes.

August Board Meeting will be Wednesday, August 15, 2018 at 6:00pm at The Palms.

Meeting adjourned at 7:58pm

Respectfully submitted,

Mayra Lozano, New Secretary