

Valley of the Moon Certified Farmers Market

Board of Directors Minutes

August 15, 2018

The Palms

Sonoma, CA

Meeting was called to Order by President Bill Dardon at 6:16pm

Board Members Present:

Pam Larson – Treasurer

Mayra Lozano -- Secretary

Mark Curtis – Vice President

Bill Dardon - President

Absent:

Penny Byrd

Lisa Pidge

Emily Fitzpatrick, Market Administrator

Chris Welch, Market Manager

Minutes Approval:

Mark Curtis made a motion to approve the Minutes from July 18, 2018 as amended. Pam Larson seconded the motion. Motion passed without opposition.

Agenda Approval:

Pam Larson made a motion to approve the agenda for August 15, 2018. Mark Curtis seconded. Motion passed without opposition.

President's Report – Bill Dardon

Bill recaps Zucchini races and how fantastically they went. Speaks about how he did the wrong thing by allowing the people showing him video about races on winning and re-doing a race. He would like an amendment to the rules and add that 'the word of the judges is what goes.' Thanked the judges. Thank Rob from old School as well as Jon for the sound effects and music. Thank Mayra for being there for set up. Emily adds that the set up was good with the tables. Mark states that 3 tables for larges, 2 for the smalls and 2 for the medium zucchinis. Mark believes that all 7 tables were needed and thinks that the tables should be skewed a little bit for more coverage. Pam wonders if the lanes numbers need to be changed or to speak to all judges regarding that the running of them for all to know. Emily wants to bring up how a negative comment was made that while on the speaker the continuous asking for alcoholic beverages needs to be discontinued. Bill believes that the real estate signs worked wonderful for the zucchini races and believes that they should be used while bands are also playing so that they too are defined. Chris will look into rope stations. Emily believes that next year a clear defined space around the zucchini race stand needs to be mentioned for the kids, because it is a kids event, to sit and be able to see the races. Bill would like to add that last nights Tuesday market 730-45 he wanted to make sure that the barricades are moved out of the way in a less chaotic time. Bill wants the lights to be put up sooner rather than later.

Guest Presentations:

Molly Heyerly, Emily White, Derek Drennan come into meeting. Derek from Sonoma Springs Brewing Co. is here to speak about how he wanted to come to the board meeting and get to know the board and him know us. He wants to talk about next years farmers market. Derek brings up how his business partner, Robert, speaking to how they can deepen the partnership between SSBC and the farmers market for the next year. He speaks about how it was started 10years ago and within that time he became a larger part by investing and through the years has become more involved. He wants to create a business that is sustainable, part of the community and grow to become a legacy within Sonoma for a long time. He is here wanting to discuss how to work more closely with the market. Derek wants to speak to how to fundraise in conjunction with us, the possibility of creating a brew where a portion of the proceeds comes to the market. Be sole beer provider and more. Custom brew would increase name of Tuesday market farther.

Mark Curtis likes beer diversity vendors and not just one vendor providing beer. Derek speaks to how people have spoken to him about not coming to the market if they are not there. Pam Larson speaks to how she likes the one beer vendor. Bill brings up how they did not want to give him a case number for the Tuesday market. Derek mentions how they as a company felt that he was asking for the book numbers. Everyone responds with 'that was not what we meant' Pam brings up how a possible

communication breakdown in how we asked and how they perceived what we asked. Emily would like to know how much variety is being brought.

Vice President's Report – Mark Curtis

Mark Curtis has little to report. He has a receipt for Chris from the zucchini races. He will also have a couple of receipts from Rob repainting the ramp which receipts will be gotten by him, Mark, or Emily.

Treasurer's Report – Pam Larson

Pam Larson talks about the monthly income vs expense report.

Manager's Report – Chris Welch

Chris reports how income is at \$59000 plus. We have 7 markets left and vendor income average to \$4000 for them, which would equal \$90000 income, and hopefully we have income to move to next years budget. We will start to see vendors leaving and markets getting smaller because of end of season. Chris will make sure that he mentions the lights and the garbage to the vendors driving in during load in. Bill's side note that bathroom information continues to be given out and cleanliness is great and people knowing that they close at 9pm is working.

Administrator's Report – Emily Fitzpatrick

Emily reports on how she is working on job descriptions for everyone.

Scholarship Committee Reports – Mark Curtis and Penny Byrd

Mark has nothing to report that was not reported throughout the meeting.

Old Business –

- Addition of new board members, Molly and Emily. Bill speaks to how currently there is one space available. Meaning that they can work in conjunction but if a board seat is filled it would one vote. Emily speaks to how they are not a package deal. Molly speaks to how she would like to have Emily be the one to be on the board because she does not know how her schedule will be in regards to coming to the meetings. Emily speaks to how she is ready to be on the board and wants to dedicate herself to the community and become a board member.

Mark Curtis makes a motion to make Emily White a board member. Pam Larson seconds the motion. Discussion is had. Mayra states how having new members to bring in new ideas and opinions is a good thing. Bill asks for vote. Vote passes. Emily White was voted on to the board.

New Business –

- Scholarship information will be moved to next meeting because Mark and Penny could not get together to speak

August Board Meeting will be Wednesday, September 26, 2018 at 6:00pm at The Palms.

Meeting adjourned at 7:50pm

Respectfully submitted,

Mayra Lozano, Secretary