

Valley of the Moon Certified Farmers Market

Board of Directors Minutes

September 26, 2018

The Palms

Sonoma, CA

Meeting was called to Order by President Bill Dardon at 6:08pm

Board Members Present:

Pam Larson – Treasurer

Mayra Lozano -- Secretary

Mark Curtis – Vice President

Bill Dardon - President

Penny Bird

Absent:

Emily White

Emily Fitzpatrick, Market Administrator

Chris Welch, Market Manager

Minutes Approval:

Mark Curtis made a motion to approve the Minutes from August 15, 2018 as amended. Pam Larson seconded the motion. Motion passed without opposition.

Agenda Approval:

Mark Curtis made a motion to approve the agenda for September 26, 2018 with addition under old business to add discussion about Lisa Pidge. Pam Larson seconded. Motion passed without opposition.

President's Report – Bill Dardon

Bill speaks about how pleased much of the market has gone and how the addition of the bathroom signs have been working very well. Bands have spoken to him about the ropes being added around them and how well they are also working. Many people spoke to Bill during the market on how it was the end of the market in September and not in October. Explained how and why the market had been ending in September to market patrons. Many upset because of the Halloween parade for the kids. Bill heard that many of the vendors sold out. Of course always room for improvement and have done this year the very best we could possibly do.

Guest Presentations:

Nelly Gamez, lives in Santa Rosa and sells for Nelly's Oysters. She has come to the board meeting because during a market she found that another vendor was selling oysters and it was caught off guard. Chris speaks to the fact that he received an email from that second vendor, Zero, selling an oyster special. Chris spoke to him and let him know that he needs sufficient notice to bring the menu change to the board so that we decrease vendors selling the same things. Nelly speaks to how the Tuesday Market, of the many markets she does, is the best of following its own rules. She was very upset and states that this year income, much like many vendors, is low. She feels that the move of the food vendors has also caused a decrease in income. Chris speaks to how the market ebbs and flows in regards to how vendors have been moved. Nelly asks why new vendors were allowed to be in the front of the market and the older vendors were moved to the back. Chris explains that because of loading, unloading efficiency and vehicle size vendors are placed in certain areas. Bill lets Nelly, and all vendors, to never feel badly about coming to speak to us about issues. Nelly thanks the board so much for this year and how much she loves being a part of the market.

Vice President's Report – Mark Curtis

Mark Curtis would like to talk to how the market season went really well. He spoke to some produce vendors and how they had done well this season.

Treasurer's Report – Pam Larson

Pam Larson asks Chris to break down the current income vs expense report. Chris reports how comparably this year to last year we have an increase in our balance sheet. We are around \$9k in increased fund. Hoping to have that money for our reserves much like in previous years. We of course must wait for final expenses that still need to come in so it may come down.

Manager's Report – Chris Welch

Chris brings up how George Thompson suggested that he would like to be a part of the selection of music next year to include more music to match the population that lives in this area. Bill explains that a patron approached him on the street and how he would like to do the music next year and would do it for free.

Chris speaks on weekly income for end of the market. Average vendor attendance a little over 50 a week. Average income per market a little less than 4 thousand dollars. Income per market has gone up. Has heard from both vendors and patrons on how the market has been great. In the future it would be a great gesture if it would be possible to be able to subsidize for the produce vendors and try and find ways to do that in future.

Administrator's Report – Emily Fitzpatrick

Emily reads the email sent by Sonoma Springs Brewing Co and how they loved being a part of this season and how great it has gone for them. How they as a company are ambassadors for the market and other vendors during the market. He brings up wanting to be the sole brewery for next years market.

A survey, in regards to the good, the bad and the ugly of the market this year was given to vendors that she will go through.

Emily suggests with the selection process we would include a tasting portion of the registration. Also, add light requirements to the acceptance letter and try to add it to the application. Possibly add a bullet point list to the application of the more important requirements to be aware of. Look into the possibility of only produce for the month of October. Begin to approach companies in regards to sponsorship for the next year.

Scholarship Committee Reports – Mark Curtis and Penny Byrd

Scholarship business to be spoken to in old business

Old Business –

- Lisa Pidge has unfortunately been absent from the market as well as non-existent in regards to communication with regards to market business.

Mark Curtis makes a motion to send Lisa Pidge a communication asking what her intentions going forward from being a board member of the VOMFC effective October 5, 2018. Lack of response will equal removal from the VOMFC board. Pam Larson seconds the motion. Motion passes without discussion.

- Penny asks that a \$500 scholarship be awarded to the 4H program. They are smaller in need of funds desperately to help with programs for the kids that are part of 4H. Penny states that we are a market that continuously speaks about how we give scholarships and must fulfill our commitment to that.

Mark Curtis makes a motion that Valley of the Moon Certified Farmers Market will donate \$500 to the 4H of Sonoma. Penny Byrd seconds the motion. Motion passes without discussion.

The check will be arranged to be given to 4H of Sonoma at City Hall during a set day and time, which will be agreed upon within the next week to be coordinated by Penny.

Also to note, senior scholarship application is at the bottom of the website

New Business – None

August Board Meeting will be Wednesday, October 17, 2018 at 6:00pm at The Palms.

Meeting adjourned at 8:10pm

Respectfully submitted,

Mayra Lozano, Secretary