

Valley of the Moon Certified Farmers Market
Board of Directors Minutes
January 16, 2019 (*corrections in italics*)
The Palms
Sonoma, CA

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

Board Members Present:

Bill Dardon – President
Mayra Lozano – Secretary
Emily White
Pam Meehan-Carr

Absent:

Mark Curtis – Vice President
Penny Bird

Emily Fitzpatrick, Market Administrator
Chris Welch, Market Manager

Minutes Approval:

Pam Meehan-Carr made a motion to approve the Minutes as amended from November 28, 2018 as amended. Emily White seconded the motion. Motion passed without opposition.

Agenda Approval:

Pam Meehan-Carr made a motion to approve the agenda for January 16, 2019 with addition under old business to add discussion about Beer vendor. Emily White seconded. Motion passed without opposition.

Guest Presentations:

Derek and Robert Rainy, from Sonoma Springs Brewing Co. Robert speaks to how he has been in charge of the farmer's market booth since being able to sell beer at the market 5yrs ago. He is very grateful for being able to sell beer at the market. They, like every year, want to grow their relationship with the market. Robert talks to how they would like to do a farmers market beer that is **only** sold at the Tuesday Market and the tasting room. Ahead of the market possibly do a pre-market gathering, possibly with new vendors, to build excitement for this years market. Also, wanting to try and assist more in raising money for the market. The possibility that a portion of the proceeds from the market beer for 6 months that it is sold. Another idea is beer dinners where they donate the beer. Robert brings up wanting to be the only beer vendors at the market. Derek speaks to how ¾ of the staff live in Sonoma, they are as Sonoma as they get. They want an answer to then move ahead with the ideas the have in regards to the market stated above (pre-opening in their parking lot, market beer, etc). Parking lot pre-open would need leeway for permits and what not. If a market beer then we would want leeway for beer label having something to do with the market. There are investments that Sonoma Springs Brewing Co want to do and definitely involve the market in. They speak to the boards concern of wanting variety at the market and the bring up how last year they produced 56 beers and brought 20 of them to the market.

Emily Fitzpatrick asks if they would still be willing to help the Tuesday Market even if they were not exclusive. Derek responds with we have to be 'smart business people' and for every dollar they make minus 10% for market stall fee they make 82 cents on the dollar for their profit. Doing more only makes sense if the market votes to allow them to be the only vendor.

Administrator's Report – Emily Fitzpatrick

Emily Fitzpatrick hands out Fundraising Committee minutes from Dec 19th, 2018 meeting. Emily White speaks to possibly having banners for sponsors at market. Thank You and recognitions as well as offer a cowbell for the sponsors and create a smaller version to sell at the market table. Target specific businesses for new sponsorships. Financial Goals for this year would be \$12k as well as having a thermometer that shows goal for the market and having it out at every market. Emily Fitzpatrick speaks to how we should have a 'Friends of the Market' thermometer so that it isn't so tailored. Christ Welch brings up how 'Friends of the Market' should include the idea of letting people know that it was going towards allowing farmers to not have to pay their stall fees.

Emily F. hands out music coordination meeting had with Serafini's. Music discussed, days of market music, what days no music, Zucchini races. Serafini's spoke to how plenty of local bands are already excited. Serafini's looking into getting live karaoke.

Pam Meehan-Carr makes a motion to have Emily Fitzpatrick look into the cost of a Tuesday Night Market calendar. Emily White seconded. Motion passes with two yays and one nay.

Pam Meehan-Carr makes a motion to keep the sponsorship levels the same as the ones from 2018. Emily White seconded the motion. Motion passed without opposition.

Treasurer's Report – Pam Meehan-Carr

Pam reporting that we currently have basically doubled our cash position if you look at it compared to last year. One of the only things that might be a wild card in regards to the budget is the expenses with regards to the market security.

Manager's Report – Chris Welch

Chris hands out the list of applications received to date, as of today only 14. He speaks to how he will be putting the deadline out on the Facebook page and sending out a reminder via email to past vendors. Farm Fan is no longer doing their text notifications. Jazz Society has emailed asking what their cost of the recycling and garbage will be.

Emily White makes a motion to charge Jazz Society \$75 more (in addition to the \$125 they are charged) for the night of the Jazz Society Festival and that those additional funds, the \$75, be given to our current garbage man. Pam Meehan-Carr seconded. Motion passes without discussion.

Chris brings up how the previous sound man for the Tuesday Market lost his equipment in one of the fires and asks that the market give a donation to the GoFundMe set up for lost equipment.

Pam Meehan-Carr makes a motion that the market donates \$250 to Nathaniel Aslaksen to the GoFundMe campaign to replace his audio equipment lost in the fire. Emily White seconded. Motion passes without opposition.

Chris talks about how the Tuesday Market permit from the plaza has been approved. He then talks about how we need to begin the search for the market poster. Bill disagrees that we should not do a Poster Art Contest because he has gotten a lot of pushback in regards to the poster from last year. We will continue the discussion in regards to getting in contact with Caroline Hipkiss for this year's poster until we have spoken to all members of the board via email.

Vice President's Report – Mark Curtis

Mark was absent from the meeting.

President's Report – Bill Dardon

Bill does not have anything at this point that he has not spoken about throughout the meeting.

Scholarship Committee Reports – Mark Curtis and Penny Byrd

Old Business –

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New Business –

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August Board Meeting will be Wednesday, February 27th at 6:00pm at The Palms.

Meeting adjourned at 8:19pm

Respectfully submitted,

Mayra Lozano, Secretary