

Durango Farmers Market

General Membership Spring Meeting Minutes

04/09/08

In Attendance: Dan James (President), Marje Cristol (Secretary), Cindy Schroeder (Treasurer), Pam Dyer (Board), Sara Buscaglia (Board), Peg Redford (Market Director), Tom Buscaglia, Katrina Blair, Jeffe Morehart, Darrin Parmenter, Holly Napier, Jason Cole, Brent Walter, Dave Travieso, Emily Shatting, Laurie Clark, Brit Gamarra, Suzy Maynard, Gary, Sharon and Kari Milligin, Jim Dyer, Mel Matis, Dave and Kay James, Chuck and Kelly Thompson, Radiance Beals, Abby Linzie, Laurie and Rusty Hall, Chyako Hashimoto, Linda Illsley, Bill Manning, Linda Mannix, Tim Wheeler, Jenn Wheeling, Dave Banga, Katie Barrett, Mike Nolan, Gabe Eggers, Julie Hudak, Peg George, Tom Cramer, Chuck Barry

Saturday Market at First National Bank parking lot: Opening and Closing Dates: 05/10/08- 10/25/08. Market hours 8:00-12noon

Deadline for application 04/15/08. Please complete affidavit stating vendor has read Bylaws and Rules and Regulations and submit with vendor application.

Wednesday Durango Farmers Market at the Smiley Building South parking lot: Opening and Closing Dates: 06/04/08- 09/24/08

This market will be open from 4:30-6:00 pm. Participation in this market will require submission of a separate application, weekly fees of \$20 per vendor space with a season cap of \$240. Same rules and regulations apply. Applications are requested by 4/15 but will be accepted later.

EBT (electronic benefits transfer). We will be participating in this food stamp program again this year. Our efforts are expected to be fully grant funded by both a USDA grant through the Colorado Farmers Market Association and locally from Healthy Lifestyles LaPlata. Participation requires completion of a vendor agreement which should be turned in with the vendor application. Non-ready-to-eat food and agricultural vendors are asked to post supplied signage at their booth to encourage participation. Questions should be forwarded to Marje Cristol or Peg Redford who are coordinating this effort.

The 2008 budget was reviewed. Notation was made of the increase in advertising budget this year. Copies of this document are available from the treasurer.

Advertising plans were reviewed by Peg Redford. These include a ¼ page ad in the Durango Magazine with an expected distribution of 35,000. Weekly Durango Herald and Telegraph ads will continue as well as the Herald summer insert. Planned are 200 posters with 20 printed in Spanish, as well as KSUT and KDUR radio ads. DFM will be purchasing two banners for Camino del Rio as well as at the entrance to the bank. These will be coordinated with a Downtown Durango BID project for signage and will be in place seasonally. Peg is working with Creative Conspiracy in designing our ad campaign. Professional web support is also underway.

The posting of growing practices by all agricultural vendors, as required in the Rules and Regulations, will now be easier. The Board will assist in creating uniform signage to inform Market customers of a producers' growing methods. The Board has asked each agricultural vendor to submit, with their applications, details as to their growing practices. These will be placed on a placard to be posted at the vendor booth on each market day. The vendor will have the opportunity to review the signage before it is finalized.

Discussion was held regarding methods of improving communication between all Market members. It was noted that communication was available using email to either Board members or general membership with a contact list currently available on our website. It was requested that the Board look into the possibility of creating a web based chat room for members only.

The presence of not-for-profit vendors at the Market were discussed. Concerns raised included fair pricing as well as the fairness of competition between a for profit farmer and one working under a non-profit system of support. Consensus was reached that no rule changes would be made for this season but that a working committee would be formed to research these issues, to present findings for further discussion at the Fall membership meeting. Volunteers to sit on this committee included: Jeffe Morehart, Mike Nolan, Holly Napier, and Dan James.

Local ingredient inclusion requirement for food vendors was discussed. Clarification, based on the Rules and Regulations, was made between processed food vendors (three allowed at the Market) and ready-to-eat food vendors (seven allowed). The rules currently state that processed food vendors be selected at the discretion of the Board with a local food preference and allowing exclusion of any product carried by an agricultural vendor. Request has been made that this be modified to require a certain percentage of ingredients be locally sourced. Consensus was reached that the rules would remain unchanged, that preference for vendors with local ingredients would continue, and that signage would be required of processed food vendors. This requirement would be effected through the Board, with the vendor supplying information of the source of ingredients and the Board supplying the signage. Further efforts to modify the Rules and Regulations may occur after discussion to gain consensus as upcoming general membership meetings.

Ready-to-eat food vendors will be asked to supply the Board with the source, growing practices etc. pertinent to their products such that signage to this effect can be created for posting as well.

A "no dogs allowed" policy will be in effect beginning this market season. This decision was based on the concern for health and safety after several incidents occurred last year. General member support was expressed. Advertising will include this information. Peg Redford will remind customers of this policy and vendors are asked to share this information with the public as well.

Reminders of policies were shared by the Director. These included a requirement for notice of planned absence by 5pm the day prior to the market. Request vendors be set up and ready for business by 8am opening bell. No sales prior. No cars allowed in the parking lot after 8am due to safety concerns. Please no early departures unless sell-out at which time place signage at vendor booth space explaining absence. Leaving early was recognized as being disruptive and was discouraged. Clean up trash. Bring your business license to the market each week.

A monthly year round market is planned for 2008-2009 at the Smiley Building. Pagosa Springs is holding a Farmers Market 6/27-September Fridays 4-7pm. Contact Abby Linzie for further information.

Board member Elections were held. Cindy Schroeder and Sara Buscaglia will remain on the Board. Pam Dyer declined to run again. Nominations for Bobby Sutherland, Marje Cristol, Dan James, Dave Banga, and Dave Travieso were made. Elected for a two year term were: Dan James, Marje Cristol, and Dave Travieso.