

Durango Farmer's Market General Membership Meeting

A meeting of the general membership of the Durango Farmer's Market was held December 6, 2010 at the Laplata County Extension Building. Time; 6:00 P.M.

Treasurer Danny James reported the DFM had \$24764.00 in the bank account. There is still one holiday market to go so that amount will have a slight increase by the end of the year. Members discussed the possibility of using the excess funds for "Micro Lending" to DFM members. Another option was to put some of the money in a CD as the bank checking account draws no interest. Another suggested use of some of the DFM funds was to purchase cloth bags to replace plastic bags and distribute them to customers. An investigation committee of Dave Bannga and Tim Wheeler will study possible options for DFM.

President Chuck Barry reported on the results of the vendor survey. The number one request by DFM vendors is for more advertising and promotions. One idea was to start a DFM face-book page. It was suggested that "DFM Friends of the Market" be better utilized as a networking and promotional tool. Chuck appointed an advertising committee consisting of Tim Wheeler and Linda Mannix to come back with recommendations for effective advertising and promotions.

Next, the DFM size and market footprint was discussed. During the 2010 season it was anticipated that we would run out of vendor space for AG vendor applicants. That did not prove to be the case as we went through the season. At the August 23, 2010 Board of Directors meeting, the issue of market footprint was discussed. It was the Board's recommendation that the market stay the same size with a waiting list to be established. The general membership concurred with the Board's recommendation. If the size of the waiting list becomes unmanageable, perhaps DFM will again look at the possibility of expand the size of the market footprint.

Peg Redford the current market manager will be retiring after the end of this year. All in attendance expressed their appreciation to Peg for her years of service to the DFM.

Chuck reminded the general membership that March 1st is the application deadline. It is imperative to be on time so as to allow the Board enough time to consider every application thoroughly.

Danny James term on the Board of Directors is expiring this year. Danny did not wish to continue serving on the Board at this time. Rusty Hall was nominated to replace Danny. Rusty Hall was elected to the DFM board. All in attendance expressed their appreciation to Danny for his years of service to the DFM.

Meeting adjourned;

Secretary,

Richard Parry