

Durango Farmers Market

Spring General Membership Meeting

March 25, 2009

Attendance: Dan James (Board President), Sara Buscaglia (Board), Cindy Schroeder (Treasurer Board), Marje Cristol (Board Secretary), Peg Redford (Market Director), Farm-1, R.A.S, Pharmacy, Homegrown, Tierra Madre Herbs, Tom Cats Lemonade, Seven Meadows Farm, The Bee Tree, Log Cabin Specialty Foods, Lila Hess, High Desert Foods, Darsi Olson, James Ranch Beef, Dyers Wool, La Boca Center for Sustainability, Evening Star Farm, Serious Delights, Synergy Acres, Durango Coffee Co., Durango Compost Co., Napier Farms, Santa Rita Ranch, Chimney Rock Farm, Sundown Bakery, Turtle Lake Refuge

1. Nomination and election of new board member: Dave Travieso is not farming this season and required replacement on the Board of Directors. Nominations were taken and the sole nomination was then voted upon with one opposing vote. The vote was made by call with Bill Manning elected. Bill is a vendor at the market in the value added category. The By-laws allow for one member of the Board to be a non-agricultural member.

2. Working groups: In order to address concerns regarding product origin, two working groups were formed. It is anticipated that these study groups will investigate the standards and options for regulating the origin of products sold at the market in the two categories of concern: animal products and plant starts. The membership of the study groups were derived from volunteers at the time of the meeting.

Animal study group: Holly Napier, Linda Mannix, Rusty Hall, Bill Manning, Gabe Eggers. Plant start study group: Emily Shatting, Rosie Carter, Peg George, Cindy Schroeder, Rusty Hall. The study groups will report their findings to the Board.

3. VIC: Vendor Information Card. Members were reminded to complete a questionnaire with their application so that a Vendor Information Card can be produced to post at their booth. This card will provide information regarding growing practices and origin of product to help promote customer education. This questionnaire is available on the DFM website membership page.

4. Budget Report 2009: Budget items were reviewed in detail by Dan. Copies of the budget are available to members upon request.

5. Treasurer's Report: Cindy gave current balance information to the membership which is available to members upon request.

6. Advertising plans 2009: Discussion was held regarding avenues for advertising, the ongoing involvement of Creative Conspiracy to assist with promotion. DFM will

continue print and radio ads, seasonal poster, and consider involvement in the Be Local campaign.

7. Mid week market: Interest was voiced in holding a mid week market this year. A working group of Holly Napier and Jim Dyer will investigate option of using La Plata County Fairgrounds parking lot on Main Avenue. Healthy Lifestyles La Plata is interested in providing funds for promotion.

8. 2009 events: Iron Horse Chef to be held July 25, August 15, September 5 at the Saturday market with support from Healthy Lifestyles. Any member interested in assisting with event planning should contact Peg. A reminder was given regarding the Farm to Chef event held 4/28 sponsored by HLP and Slow Food Durango.

9. Agricultural members interested in placing a profile on the DFM website and having it run in a column on the Durango Herald Food page this season should contact Marje.

10. Members are reminded to post current City of Durango Business License.