

Durango Farmers Market General Membership Meeting
November 7, 2011

Attendance: Mike Jensen, Chuck Barry, Michael Schwebach, Holly Napier, Lizzie Napier, Steve VanBuskirk, Marje Cristol, Diane Schwebach, Luna Mari, Jelly Bean Cantrell, Miles Gallagher, Heidi Rohwer, Judy Rohwer, Darsi Olsen, Rosie Carter, Linley Dixon, Roger Cole, Shannon Young, Cindy Schroeder, Mel Matis, Barry Owen, Diane Owen, Linda Illsley, Linda Mannix, Kay James, Dave James, Brittney DiPirro, Dan James.

1. **Call to Order** – 6:08
2. **Treasurer's Report** – Mike reported that there were still too many checks out to be able to give an accurate report. He will have a full report at the Spring Membership meeting.
3. **Season review and future goals.** – Chuck asked the membership for feedback on the season.

Darsi expressed her concerns about the grass at the bank being sprayed with chemicals before Saturdays.

The question was raised on how the market did on available space this year. Steve reported that we had 8 new ag vendors, while 6 ag vendors did not return from last season. The market has 52 spaces available; on our most crowded markets we had 2 spaces extra. So far, we've never refused an ag vendor, or non-profit. If there were a need for more space, we still have the western road; but that would make it difficult for the protein vendors that park their trailers there.

The question was brought up if we could add extra vendors in the early and late season to make the market look fuller. Steve reported that we did add some extra arts and crafts vendors, but they didn't come for very long.

4. **Discussion of proposed changes to Rules & Regulations regarding non-profits, agricultural entities associated with developments, co-housing, etc., and agricultural entities associated with institutions.**

Proposed changes from the DFM Board:

“Community gardens, housing and cohousing development gardens, co-ops, and educational entities are prohibited from selling at Durango Farmers Market. The DFM Board has final discretion on all membership applications.”

or

“Community gardens, housing and cohousing development gardens, co-ops, and educational entities are ineligible from selling at Durango Farmers Market. The DFM Board has final discretion on all membership applications.”

Members' discussion included:

- The problem of how to distinguish the farmers that raise animals/products on another owner's property and not discriminating against growers that are leasing land.
- The question arose if the DFM Mission Statement defines ag vendors and Linda Mannix read the mission statement to the group
- DFM should be careful of being exclusive
- These proposed changes in the Rules & Regs. are being made to help the individual farmer
- It was said that Heartwood and Twin Buttes are not interested in becoming vendors at DFM
- Entities that have the land and ability to have their own farmers markets or farm stands shouldn't sell at DFM
- If we did allow any housing developments to sell at DFM not allowing any advertising for the development
- We want to make our DFM guidelines to support the individual farmer selling their own food
- Universities are not allowed to sell at most farmers markets in the nation
- Chuck reported that he did the research and almost all big farmers markets do not allow non-profits to sell, including Cortez Farmers Market
- It's hard as an individual farmer to have to come up against big entities

Chuck summarized that the group seemed to be in favor of non-profits not selling at market and Turtle Lake would be grandfathered in as a vendor. There would be more information on these topics sent by email.

5. Winter Market interest/viability

Steve reported that we still have farmers that are committed to the winter markets. The four vendors include: Adobe House Farm, El Dorado Ranch, Rohwer's Farm, and Turtle Lake. Advertising for the winter markets would be \$400 for the winter. Last year they averaged five vendors per month.

Dan James said it's not worth it for James Ranch to go this year.

Judy Rohwer said that the market is worth it for them and they have a hoop house planted for the markets.

We discussed the four vendors setting up and breaking down the winter markets by themselves to save money by not paying a market director. Dan James said he would talk to the Smiley Building owner and see if this would be agreeable with him.

6. Discussion of potential market start time adjustment

Chuck started the discussion by saying he doesn't see 9:00 to 1:00 market hours working for the market growers because of the veggies getting steamy after noon. However, there was a consensus to do the 9:00 to 1:00 market hours for the month of October next season, as long as we do a good job advertising.

7. Board Elections

Chuck explained that Rusty Hall resigned from the DFM Board and at the last board meeting we voted in Mike Schwebach to replace him.

Tonight up for reelection is Holly and Chuck. The group voted by proclamation to keep Holly and Chuck on the DFM Board of Directors.

8. Other

Hiring of a new DFM Director:

We have one applicant for the job. The board decided to announce the job opening on DFM Facebook and Buzztown sites, as well as Darrin Parmenter's email list. If any of the members know a candidate for the job, have them get in touch with a DFM Board member. If anyone needs a job description, email Steve.

We are also looking for a music director for the market; the job includes setting up the music tent and booking the acts. The music director gets paid \$100/week. The music artists get paid \$25 in Market Bucks. Dave James had the idea of purchasing some wireless speakers that we could install around different parts of the market so everyone could hear the music.

Marketing Discussion

- Can we have more marketing?
- Bring more people to the market with your own email tree that you send out to your customers.
- Use KSUT to advertise the market during their ag week.
- If you are interested in marketing, join the marketing committee.
- We need to revive the marketing committee.
- We need to build partnerships with entities that already have marketing campaigns such as "Local First" and "Durango Area Tourism Board"
- We should have a Snowdown float
- Steve said that an advertising committee is needed, that it is too much for the marketing director to take on.

9. Meeting Adjourned

Minutes submitted by Holly Napier