

DURANGO FARMERS MARKET
PO Box 3761 ~ Durango, CO 81302

"It is the mission of the Durango Farmers Market to strengthen community ties to agriculture by providing a venue for regional agricultural producers to sell their products, by preserving open space, by promoting healthy farming practices and by providing educational benefits through hands-on experience. The Durango Farmers Market seeks to improve the quality of life for all community members."

Fall General Membership Meeting 2023
Tuesday, October 24th 6:00 PM
Ska Brewing Durango, CO

1. Call to Order by President at 6:05pm.
2. Minutes approval of last meeting.
 - a. Spring Membership Meeting minutes were not present at meeting. Need to electronically vote.
3. Officer and Staff Reports
 - a. President's Report
 - i. Great season; hired Anna; working on rules and regs.
 - b. Treasurer's Report
 - i. Financials
 - ii. "Not for profit" organization: talking about our financial intentions.
 - iii. Sell the same amount of merchandise every year
 - iv. "Site expenses" = market tables, etc.
 - v. We still may make a little bit of money.
 - vi. Pay for expenses, keep enough money in the bank to cover a year of loss
4. Market Manager's Report
 - a. One final reg season market; then two holiday markets.
 - b. Mana donations for extra produce
 - c. Welcome display window on main street for nov/dec: needing display items.
 - d. Accomplishments
 - i. Social media sky rocket: 7000 followers on Facebook;3600 on Instagram; and increase on email newsletter.
 - ii. Dinning area has been a great way to draw more costumers to dandelion drive.
 - iii. Thinking about moving info booth to dandi drive to increase traffic now that Pepper Place is established.
 - iv. Website is mobile friendly.
 - v. All minutes are on website.

- vi. 3k grant from Visit Durango.
- vii. 2k grant from Fresh to Flourish to help admin of new program.
- e. Lyndee wants all vendors to be ACH direct deposit.
 - i. Easier to do card on file charges for booth fee dont need to do full season.
 - ii. Don't want to do paypal on MMM, cost huge fees
- f. Thanks for patience and guidance; appreciates feed back.
- g. Up next are Harvest Market and Winter Market.
- h. Plans for winter: getting money from sponsors; paperwork for DUBFB; looking for an artist to paint trailers.
- i. New ideas: feature in summer guide; collaborate with other markets in region; discuss visiting vendors that commit to 1 to 2 markets, rules potentially similar to incubators; recruit other events to happen at market (i.ei. dandelion drive take over like Apple Days); for Harvest Market next year, reaching out to local indigenous organizations to “take over” next years harvest market.
- j. Got cover photos on National Farmers Market Association social media (thanks to Megan).
- k. Visit Durango marketing grant: wants to create DFM vendor guide book: include vendor blurbs and recipe for each vendor.
- l. Visit Durango also has 10k sustainability grant: solar power packs to help lessen power draw on TBK Bank.

5. New Business:

- a. Organizational Structure
 - i. 2004 farmers market was incorporated with state to become state non profit but never became federal 501 c3 organization. Allows donation to be written off. Currently DFM is only a Colorado non profit.
 - 1. Shelia wants to form a committee to investigate if this is okay.
 - a. Committee working with Sheila and local lawyer to see what we should do: stay as we are, C Corp or become a 501c3.
 - b. Edit and Cassandra want to volunteer to be on committee.
 - c.
- b. Other Committee Work
 - i. Rules and regs committee
 - 1. Sheila Payne, Cassandra Freeman, Emily Jenson, Edit Aquarian, Amy Reid, Michelle Pitts
 - ii. Committee to help review artisans
 - 1. Cynthia from Red Cliffs Design; Rachel from Odd Bird; Amy Reid; Cassandra Freeman; Megan; Christa of sharwell designs.
 - 2.
- c. Elections for Four Board Seats
 - i. Nominations for open board seats:
 - 1. Emily nominates Cassandra Freeman.

2. Emily nominates Morgan Di Santo.
 3. John nominates Sheila Payne.
 4. John nominates Morgan Di Santo.
 5. Amy nominates Reed (Adobe House).
 - a. Reed declines nomination
 - ii. Nomination speeches
 - iii. Emily moves to approve all nominees for the open positions in one vote.
 1. Motion seconded; motion passes.
 2. Voted in board members are Morgan, Cassandra, and Sheila
6. Other Announcements
- a. Amy thanks Anna with Thanksgiving basket from all vendors.
 - b. Community Board Member board seat
 - i. Kate Nauman stepped down.
 - ii. Nominations for position:
 1. Edit would like to table till spring meeting.
 2. Megan gives nomination speech but it's brought up that it may be a conflict of interest because she is an employee of the market and plans to stay on.
 - c. Thanks to Jordan for his service on the Board.
7. Adjournment
- a. Motion to adjourn at 6:55pm.
 - i. Motion seconded, motion passes.

Respectfully Submitted,
Morgan Di Santo, Secretary.