

DURANGO FARMERS MARKET
P.O. Box 3761, Durango, CO 81302

DFM Board Work Session
Thursday, January 6, 2022, 10:30am
Virtual Meeting via Zoom

Those Present: Tyler Hoyt (President); Heidi Rohwer (Vice President); Kate Nauman (Member at Large); Morgan Di Santo (Secretary); Jordan Meyers (Treasurer); Melanie Gonzalas (interim Market Manager).

- I. Call to order by president at 10:33am.
- II. Board Update
 - A. Melanie agreed to help out.
 - B. All market accounting stuff is with Lyndee.
 - C. Tyler is working on getting physical stuff from Tom and the market trailer is at James Ranch.
- III. Melanie's role going forward
 - A. Melanie is happy to be interim manager.
 1. Three days a week; five hours a day in addition to Saturday market time.
 2. Needs market assistants and market software.
 3. Melanie **can commit to the 2022 season** but **can't** commit beyond right now. She can give her final answer by September 2022.
 4. Market assistant program worked pretty well this year
 5. Need to figure out music.
 - a) Could train up assistants on music.
 - b) Or could hire a music manager.
 - B. Melanie leaves the meeting.
 - C. **All board members in favor of hiring back Melanie for the 2022 season.**
- IV. Lynndee's role going forward
 - A. Lyndee is willing to potentially take on more administrative duties.
 1. Is there something else structurally to check up on the manager. She felt partially responsible for not checking up on Tom.
 2. She is willing to be more assertive.
 - a) She didn't even get a vendor list from 2021.
 - b) She feels she needs to be more involved with the board.
 - c) Really important data she wasn't getting from Tom.
- V. Market Software

- A. Software will cost \$1125 for one hundred vendors for the regular season. For the holiday markets, it will cost \$375 for one hundred vendors, or \$187 for fifty vendors.
 - 1. With CFMA discount it would be around \$1000 for the regular season.
 - 2. Would almost pay for itself to keep market full every week.
 - 3. Designed by market managers.
 - 4. All board members are in agreement that the software system would be an essential and useful tool.
 - a) A necessity for managing a market of our size. Important part of moving the market into the future.
 - b) Software addresses a lot of data problems we had this year with Tom.
 - c) Allowing Lyndee access into the accounting part of software.
 - d) Software could eliminate a lot of problems.
 - e) Streamline accountability and record keeping.
 - f) Who has access to software?
 - (1) As many administrators as we want.
 - g) Cost is not prohibitive; also there is a discount with CFMA.
 - h) Schematic of market map.
- B. **All in favor of Manage My Market Software.**

VI. Other Business

- A. Letters of good standing
 - 1. Tyler can handle letters with Melanie.
 - 2. Typically very few people don't get a letter of good standing.
- B. Other things for Melanie's immediate attention:
 - 1. Check in with the Double Up Food Bucks organization.
 - 2. Sponsor Program
 - 3. Website needs to be updated
 - 4. MMM software
 - a) Quicker we get this on boarded, the quicker we can take applications.
 - b) First on Melanie's agenda would be to buy that software so applications can go straight through.
- C. Hiring bonus for Melanie, especially for initiating software.
 - 1. **Board agrees on \$1000 hiring bonus.**
- D. Kate Nauman will be stepping down but she can stay on until the season starts.
 - 1. Will need to fill the vacant spot.
 - 2. Quorum board appointed spot.
 - 3. Applied to the end of Kate's term (1.5 years left in her 2 year term).
 - 4. We could try and reach out via email to all vendors. Put bug in peoples ears so we can have candidates going into the Spring Membership Meeting.
- E. Welcoming Committee stuff needs to be addressed.

1. Something Melanie can handle with our input.
 2. Task Welcoming Committee.
- F. Fairgrounds is going to start charging us money for the Holiday Market.
1. Question is to pay or find another indoor location that would be cheaper?
 2. Adding sponsors to help cover the cost.
- G. Budget ready in March.

VII. Meeting adjourned at 11:47am.

Respectfully Submitted,
Morgan Di Santo, Secretary.