

# **DURANGO FARMERS MARKET**

P.O. Box 3761, Durango, CO 81302

## **DFM Board Retreat**

**Friday, February 18th 9:00 AM**

**Dolores Community Center**

*"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."*

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

### **Minutes**

#### **I. Call to Order by president at 9:11am.**

#### **II. Getting up to Speed: Manage My Market Software and Website Update**

##### **A. Manage My Market (MMM) Software**

1. Issues with software: There was a software bug that caused a deletion of product entries when vendors tried to change product list. Because of the software bug, MMM has offered to do our market map for free.
2. Discussion about allowing paper copies for those who are not able to get on the website. Board agrees that we won't advertise it but will allow it if necessary.
3. Concerns: Melanie is concerned about the market map particularly in regards to vendor booth spaces that are 15 and 25 feet. To avoid any issues, Melanie believes it will be best to build the map in five foot increments. In that case, there will be a minimum of two "stalls" per vendor since ten feet is the smallest booth space allowed at the market.
4. Discussion about Board access to MMM software and applications. Board will have access to everything but accounting. Melanie wants the board to review the "Profile", "Application", "Products" and "Notes" tabs prior to board meeting reviewing applications.

5. The application for the 2022 market season closes on March 12th. However if a vendor wants to apply after the deadline, Melanie can send a bypass link.

#### **B. Website Update**

1. Melanie wants to make sure that website is mobile friendly.
2. DFM is currently using a web.com platform. Board discusses if it should change to a different platform. Weebly is suggested by Jordan and Heidi.
3. The Mailchimp template used to send out the DFM newsletter also looks bad on the mobile phone version.
4. Discussion: Board discusses authorizing Bridgett (a market assistant from 2021) to update the website and how the budget could accommodate employment for market assistants prior to market season.
5. **Motion:** Tyler motions to authorize Bridgett to take on development of a new website in order to update mobile capabilities and take on more responsibility throughout the year. Heidi seconds.

### **III. Current Vendor Concerns**

#### **A. Nosh, Utter Indulgence, Anatolian Farms, DNF, etc**

1. Nosh: Nosh, a “to-go” charcuterie board business, is a *ready-to-eat* vendor but Janelle (owner) also wants to sell jewelry, and therefore be an *artisan* vendor on the side.
2. Utter Indulgence: Owner wants to have another person run her booth May through June as she is currently undergoing chemo and needs to limit her Covid exposure. She is still milking goats and making the soap herself.
  - a) Melanie asks if the board can allow this according to the Rule and Regulations of the DFM.
  - b) Board concludes, **YES**, it is allowed.
3. Anatolian Farms: Anatolian Farms has requested to be put next to Rovirosa Farm. They **are** separate businesses. However, both want twenty foot booth spaces which would be forty feet total. Anatolian Farms has also put “CBD Flowers” as a product on their MMM profile. Board discusses whether the sale of “CBD Flowers” is allowed at the market in accordance with the DFM Rules and Regulations.
4. DNF: Received poor standing for 2021 market season because of the mess they left at the end of every market. However, DNF replied to the poor standing email with a very appropriate response. This email response should be taken into consideration before reviewing their application.

#### **B. Farm Visits**

1. Discussion

- a) Board discusses if they should be checking up on agricultural vendors. Vendor standing should be observed and then the board decides whether to do a farm site visit. A letter/email should be sent to the vendor prior to visiting.
- b) Other Farm Visit Models: Boulder does rotational farm visits. Pictures are taken of the vendor booth to verify what is being sold at market is also being grown by the vendor.
- c) Board discusses if they should only perform farm visits for first and second year ag vendors.
- d) Visits add integrity and transparency to the market .
- e) Board discusses flagging vendors for farm visits when reviewing 2022 applications.

**C. Artisan Rotation Schedule**

1. How many *artisan* vendors should the board approve?
  - a) Many *artisan* vendors were upset with Tom (DFM 2021 Market Manager) and his scheduling. He told them there was no space and then many markets ended up having empty booth spaces.
  - b) Kate Nauman is concerned that too many *artisan* vendors will make DFM not look like a “farmers” market.
2. Discussion of “third” and “fourth” rows.
  - a) New vendors often get placed in these rows. Board needs to “destigmatize” these rows so that vendors do not think they are in a “bad” or less frequented row. The “center” of the market could potentially be moved a little east so that customers can be retrained. The fire exit next to Thimbleberry Smoothie truck cuts off these far rows and disrupts flow to get people over there. Board discusses potentially moving the music stage over to where the smoothie truck is in order to move the “center” of market so that it recenters the market to include the “third” and “fourth” rows.
  - b) Additional attention can be brought to these rows by putting a sign up next to the egress by Green Table Farm. Announcements over the microphone at the music booth can also be made.
3. What is the percentage of artisans week to week that attend the Durango Farmers Market?
  - a) Same number of *artisan* vendors as *agricultural* vendors.
  - b) New *artisan* vendors tend to want to attend every market.
  - c) Discussion: Kate suggests that no more than 20% of total vendors should be artisan, any more and it shifts perception of the DFM from a “farmers” market to a “flea” market . Tyler Hoyt asks: “Twenty percent of total space? It should be based on total space.” Jordan notes that the market wouldn't be getting much income early in the season when

farms are light if *artisan* vendors are limited. The quality of *artisan* vendors needs to be kept up. Jordan also suggests that more *ready-to-eat* vendors could also fill space and cap for those types of vendors should be bumped up.

4. Other discussion:
  - a) With new MMM software, vendors can be put on a waitlist. DFM would not get charged for waitlist vendors, only charged for those that are approved.
  - b) Board discusses the idea of only filling the market to eighty percent capacity. This would allow for more space around vendor booths.
  - c) Board agrees that it is better to have a full market than one with empty vendor spots.

#### **D. Reimbursement Schedule (DUFEB, Market Bucks, etc)**

1. Vendor complaints about monthly reimbursement.
  - a) Monthly reimbursement doesn't work for some vendors. Some want weekly or biweekly options for reimbursement. Market bucks are in five dollar increments and vendors have to give their own change.
  - b) Direct deposit also available for vendor reimbursement
  - c) Jordan mentions that Lyndee (DFM accountant/bookkeeper) says more frequent reimbursement is not more work for her.
  - d) Board agrees that vendors can turn in their Market Bucks, SNAP, and DUFEB on a weekly basis if they would like. Direct deposit can happen weekly/biweekly while a check will only be sent out at the end of the month.
2. Concern about potential SNAP/DUFEB fraud.
  - a) Some vendors may use the SNAP/DUFEB they receive to purchase food stuff from other vendors even if they are not on the EBT program.
  - b) Board decides it would be wise to "re-educate" vendors on SNAP and DUFEB programs.

#### **IV. IV. Budget (MMM, Fairgrounds, Wireless, Translations, Pay Bands...)**

A. Focus on things we want to add into the budget.

##### 1. Paying Bands

- a) Concerns: It could get expensive fast; but also need to pay people for their work. Previous rationale for not paying bands was "exposure".
- b) One option is to offer a flat fee: \$50/hr and pay for 3 hours which would equal \$150 market. Could offer this payment to the bands and offer them the option to decline and donate it back to the market. Or just pay \$100.
- c) Another option is limiting live music to **two** markets a month.

- d) Another option is to pull out of DFM savings to pay for music this year and up booth fees next year to cover cost of bands.
- 2. Fairgrounds
  - a) Fairgrounds is now charging for event space
    - (1) \$440/day not including the kitchen.
    - (2) Cost for Holiday Market would be \$880 dollars, not including the kitchen.
  - b) To help cover the cost, Kate and Tyler suggest upping booth fees for artisans at holiday markets to help offset the cost of fairgrounds spots. DFM shouldn't eat cost when it's really an artisan fair. Charge extra just for the Christmas market. Or, Kate suggests, charging higher booth fees to *artisans* for both offseason markets.
  - c) Bylaws would be changed in the spring to include more expensive fees, and therefore would be set by the holiday market period.
  - d) Amending booth fees has to be voted on by general membership.
- 3. Cost of wireless for samsung touch pad.
  - a) Phone needs to stay at the booth while the touch pad needs to be taken around the market to check vendors out. It needs a wireless plan in order to process payments.
  - b) Would cost around \$15 to \$20 a month.
- 4. Translations
  - a) Rachel Landis has been working with a court certified translator. Charged on a per word basis. Good Food Collective paid for the translation of the *agricultural* vendor application.
  - b) It would cost around \$500 to translate the DFM By-Laws and Rules and Regulations. It would be a one time payment. Additional amendments to By-Laws and Rules and Regulations can be added on a per word basis.
- B. Budget needs to be amended to include MMM software; Fairgrounds cost for Holiday Market; wireless plan for touchpad; and payment for bands.
  - 1. Could pull money out of savings to help cover costs.
  - 2. Members vote on approval of the budget. Need to wait to pull out money from savings until approval of the budget at the Spring Membership meeting.

**V. Market Assistant Position and Future of Manager Position**

- A. How many market assistant positions should the DFM have?
  - 1. Discussion: Board talks about having the same amount of assistants as 2021 (4 assistants) but to give Bridgett 2 of those positions. Melanie could train her to eventually become market

manager. It could be a good model to train assistants to take over the manager position.

2. If Bridget takes two assistant spots, then two other spots would be available.
  - a) Board and Melanie need to reach out to former 2021 market assistants, Megan and Rhea, to see if they are interested in the position again this year
- B. In regards to the Manager position, Melanie will tell us in September 2022 if she wants to continue as the DFM manager.

## **VI. Marketing For 2022**

- A. Radio station budget allocation
  1. 2021 budget allocated \$350 for radio advertising. KDUR and KSUT seem to be the most beneficial stations to advertise on. Radio budget needs to be raised to \$500. Spring and fall membership drives are great advertising. Pay KDUR and KSUT in market bucks.
  2. Radio interviews of market vendors, similar to the articles on farms in the Durango Herald, could be great advertising.
  3. Board approves radio budget of \$500.
- B. Print advertising
  1. Need to potentially invest more in newspaper ads, flyers, and other print advertising.
    - a) People noticed last year that there was a lack of advertising.
- C. More social media advertising
  1. The DFM needs to attract a younger audience. This could be achieved through Facebook, Instagram, and other social media platforms.

## **VII. Sponsor Program**

- A. Melanie has not started reaching out to sponsors yet.

## **VIII. Bylaws or R&R changes**

- A. Discussion
  1. Heidi suggests establishing seniority fallow period. If a vendor leaves for a year, they can get their spot back depending on their tenure at the market. This would need to be added to the Rules and Regulations.
  2. Renaming rows to have names. This could help destigmatize what are considered the "third" and "fourth" rows.
  3. Bylaws changes requires  $\frac{2}{3}$  approval by members; rules and regs

can be changed by board majority.

- B. Raising the Holiday booth fee for *artisan* vendors.
- C. Change percentage of vendor types.
- D. Community Board Position
  - 1. Discussion on creating a community board position which has to be changed in DFM Bylaws.
    - a) It can be challenging to find vendors to fill board spots. Could it be beneficial for the board to have a community member? Should it be a non voting board position? Or an advisory position? It would allow the community member's voice to be heard and acknowledged, but not affect the Board's voting.
    - b) Tyler will reach out to Emily to see if she can write up a proposal for a community board position.

**IX. Market Equipment (Fixes, New Purchases, etc.)**

- A. Need more signage.
- B. Need to replace broken tents or fix them. Could cost a couple hundred dollars.
- C. New bluetooth speakers.
  - 1. Jimmy's will take a look at the old speaker system; should be able to sell it for \$1000. The old system is close to 30 years old, but works great. Tyler will take it to Jimmy's Music and Supply who can then put it on consignment.
  - 2. Bluetooth systems cost around \$1000. No cords or wires. Able to spread the speakers through the market. New system does not need a complicated mixing board. Hopefully the cost of the new speakers will be offset by the consignment of old speakers.
- D. Melanie wants new table cloth for the second info booth table.
- E. Walkie Talkies for Melanie and market assistants
- F. Need to get into the trailer to see what other equipment/fixes are needed.

**X. Schedule Vendor Approval Meeting**

- A. Meeting scheduled for March 16th at 6pm to have vendor approval, Rules and Regulation changes, and budget ready before Spring Membership Meeting.
- B. General membership meeting will occur the week of April 18th.
  - 1. Board and Melanie will see if it can happen at the Old Fort.
- C. Kate is willing to put together a welcoming packet for new vendors.
- D. Discussion about a buddy system for new board members.

**XI. Meeting adjourned 1:11 pm.**

Respectfully Submitted,  
Morgan Di Santo, Secretary