

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 2022

Wednesday, October 19th 6:00 PM

La Plata County Extension Building

Those present:

Name	Vendor Name/Organization
Melanie Gonzales	Market Manager
Tyler Hoyt	Green Table Farm (President)
Sheila Payne	Mocking Crow Farm (Vice President)
Jordan Meyers	Summit Roots Farm (Treasurer)
Morgan Di Santo	Long Table Farm (Secretary)
Dave Root	Wild Mountain Forge (Member at Large)
John and April Buck	Milldron Lazy 'K'
Gregory Hopkins and Edit Aquarian	Breen Mesa Farm Creamery
Emily Jenson	Homegrown Farm
Amy Reid	Jake's Farm
Drea Clements	Spiral Designs/DreamClay Designs
Cassandra Freeman	Anatolian Farms
Sam Perry	Fenceline Cider
Kate Nauman	
Justin Crouse and Victoria Halligan	Leafcutter Farms

Dave Banga	Banga's Farm
Kate Huxel and Howard Riul	Kate Huxel Art Deal
Darsi Dison	Chair Massage Booth
Jacob Lienhardt	The Lively Daikon
Ryan Lazo	Community member
Darrin Parmenter	CSU Extension
Megan Feenerbacher	Manna

Minutes

1. Call to Order by President at 6:08PM.

- a. Most widely attended fall meeting in at least three years.

2. Minutes approval of last meeting

- a. Tyler moves to approve minutes.
 - i. Jordan moves to approve minutes.
 - ii. Shelia seconds.
 - iii. **Motion passes. Spring Membership Meeting minutes approved.**

3. III. Officer and Staff Reports:

a. President's Report

- i. Tyler's last president report. He has been on the board for 6 years.
- ii. Three open seats on board. Two regular seats and the one new non-voting community member position (outside input/perspective very important).
- iii. Manager position application also open till November 5th. Application can be accessed through Facebook and Website.
 - 1. The market is going to miss Melanie. She has contributed quite a bit to the DFM.
- iv. Rules and regs amendments discussion will be more brainstorming. Not voting on amendments during this meeting.
- v. Trying to have a new market manager hired by December Market.
- vi. New board and hiring committee will need to meet after membership meeting

b. Treasurer's Report (Budget)

- i. Highlights on budget: outpacing what we thought we were going to do by huge amounts. Up 15,000\$ in the black.

- ii. Down in sponsorships.
- iii. Way up in booth fees: Melanie has kept market really full with over a hundred vendors.
- iv. Got an in kind donation for new music equipment so that slashed the music cost number in half.
- v. Need to offer manager position more money because market has become so much bigger.
- vi. Bonus check for Melanie.

c. Market Manager's Report

- i. Had a fantastic year. Visibility of the market has really increased in the last five years.
- ii. Heidi and Angela sent a thank you letter to everyone. Melanie reads.
- iii. Facebook followers up to 6000; along with other media/newsletter outlets.
- iv. Head counts not quite up to 2019 numbers.
- v. Expanded footprint has contributed significantly to increased revenue
- vi. Three market assistants and social media assistant
- vii. Row name sandwich boards finally completed.
- viii. City declared Durango Farmers Market week in August.
- ix. Got second place in best fresh foods category for La Plata county awards (Natures Oasis got first).
- x. Lyndee wants vendors to move towards direct deposits and weekly returns of market bucks and food assistance money
- xi. Question of food assistance vouchers having sales tax applied to city/county
- xii. Intense managerial year. Market assistants allowed Melanie to enforce rules.
- xiii. Vendor conflicts: a little difficult to work out (Melanie values that vendors are supportive of each other) customers notice when we are in conflict or when we are collaboration.
- xiv. New state towing laws: Tyler was able to get a new interpretation of law read for our towing company.
- xv. Trying to get SJBH inspections to be communicated to us/get reports sent to us.
- xvi. Challenge of the development of Dandelion Drive. Solution may be to relocate info booth to that row. Also events (Apple Days was great).
- xvii. Holiday markets
 - 1. musical slate not full for December Market.
 - 2. Thanksgiving Market not full yet.
- xviii. Melanie working through the end of January (training new market manager in January).

- xix. Will work to secure more sponsorships for next year.
- xx. Trailer needs to be repainted (got tagged this summer).
- xxi. Melanie's suggestions for next year:
 1. Flavor Magazine needs to highlight DFM (they often highlight Taste of Durango)
 2. Kids booth for enterprising children (for kids to sell things)
 3. Visiting vendor booth (once or twice a season→ ex dates from arizona/ maple syrup from vermont)
 4. Paint east brick wall facing train to advertise market
 5. More newspaper adds → prominent and targeted advertising
 6. Regional market passport program
 7. Local first → incentives purchasing program
 8. Southwest community foundation-> umbrella for many local nonprofits in town
 9. Business improvement district→Melanie has been telling that Market is a great incubator program for local business
 10. Join chamber of commerce

d. Welcoming Committee Report

- i. Emly jenson: Standing committee appointed by the board.
- ii. How to make market more accessible and inclusive/welcoming.

4. New Business:

a. Rules and Regulations Amendments

- i. Go through/brainstorm issues with rules/regs that vendors encountered this season; rules and regs can be slightly outdated
 1. *Clarifications, Updating, and Clean-up of Rules and Regulations (written by Sheila Payne)*
 - a. *No definition of Value Added Product or Value added Vendor in the document. There is non-compete wording relative to Value Add that may no longer be needed given the size of our market.*
 - b. *Need to delete Value Add Product as a Vendor type but add wording on definition in Product Section. Add definitions of Ready to Eat Food and Beverage Vendors*
 - c. *Colorado State Definition of Value Added Product: Raw agricultural products enhanced to have a higher market value and/or a longer shelf life, that are altered from the whole fruit and or vegetable state by cutting, cooking, smoking, canning, or packaging such as pies, jams, and jerky*
 - d. *Evaluate customer and vendor survey results and*

possibly modify wording on Board of Directors review of products for acceptance into the market.

e. No unit of measure for 70/30 rule (ag/non-ag products) for ag vendors. Unit of measure options: Number of products, weight, volume, sales dollars ? Is 70/30 a good ratio?

i. Discussion:

1. Amy :should get rid of rule that says if an ag vendor makes a value added product (ex tomato sauce; pickles) another vendor cannot sell it
2. Edit : all rules need to be applied equally to all vendors;
3. Cassandra : Chili roasting?? Can we bring other chilis from other colorado growers to keep chili roasting?
4. Dave Banga: in favor of keeping brokering rule and other rules; thinks we should be “at the board discretion”
5. Board has been trying to push the rules go in this direction so there is more flexibility for the board to accept or deny vendors
6. edit : board represents vendors
7. Amy: confliction of language in the 70/30 section;
8. Sam: maybe a rule about buying products form other vendors
9. Greg: reach out to larger farmers markets to see how they deal with this problem. Don't reinvent the wheel.
10. Melanie : strongest markets are the ones with the highest standards/most stringent rules. Needs some discretion but also need a hard line.
11. John buck: board needs the ability to say no and vendors need to respect that. Board needs to keep high standards.
12. Dave Banga: board was more strick 7 /8 years ago
13. Emily: the 70/30 rule was decided because some ag vendors brought more artisan goods than veg. But also don't want to get too picky on this rule.

ii. *5 county geographic restrictions for growing,*

processing, producing needs clarification and exceptions (e.g., meat processing facilities are very limited in the 5 county region)

1. Discussion:

- a. Problems come up with meat processing facilities and processing facilities in general;
- b. If base product was produced in 5 county regions than having to process outside of region should be okay.
- c. Edit: keep adding amending rules/regs to adapt. Using the year to address the problems that have amassed. Maybe open up the board discussions on rules and regs to other vendors.

iii. *Also, an option now exists for a local company to produce products for a vendor either by providing rentable commercial kitchen space or producing a non-ag product directly. Wording needed for allowing this in the rules.*

1. Discussion:

- a. Growing trend nationally: don't produce the product; grow the product; just there recipe and investing money "blood,sweat, tears"
- b. Amy: start a sub committee?
These rules really affect her

iv. *Need rules for local alcohol producers (e.g., cider, wine) Number allowed? Restrictions?*

1. Discussion:

- a. When Sam applied, he was told that there was only one alcohol vendor.
- b. No complaints from vendors or customers about alcohol

v. *Grievance policy (as opposed to product challenge)*

1. Discussion:

- a. Customer grievance policy to keep track of customer complaints

vi. *Market manager to more freely manage artisans as opposed to specifying a number.*

- vii. *Some clean up within the Vendor and Product sections*
- viii. *Duplicate or somewhat contradictory wording and product requirements within the Vendor section rather than in Product section.*
- ix. *Move Hemp Vendor to be subset of Ag vendor*
- x. *Move Informational Booths out of Vendor section to its own section as they are not considered vendors (can not vote).*
- xi. Tyer moves to table the rest of the discussion and to create a sub committee.
 - 1. Committee includes: Edit Aquarian, Emily Jenson, John Buck, Cassandra Freeman, Amy Reid.**

b. Community Member Board Position Nominations and Vote

- i. Non-voting member advisory position; two year commitment.
- ii. Nominations:
 - 1. Emily nominates Kate Nauman
 - a. Kate has been a vendor; has been on the board of directors; and is a food business owner that doesn't vend at the market.
 - 2. Ryan Lazo
 - a. Ryan went to Fort Lewis College; worked for Washington University managing a food insecurity program; served on a farmers market board in Idaho; runs the alumni office at Fort Lewis; looking to get involved in Durango community.
 - 3. Kiki : loyal market customer; local family physician
- iii. Vendors vote
 - 1. Kate Nauman wins community board position.**

c. Nominations and vote for two open Board Member positions

- i. Tyler Hoyt (President) and Dave Root (Member at Large) positions are up for reelection.
- ii. Nominations:
 - 1. Jordan nominates John Buck.
 - 2. Emily nominates Dave Root.
 - 3. James Plate nominates himself.
 - 4. Edit nominates Jacob (Lively Diakon).
 - 5. Gregory nominates himself.
 - 6. Edit nominates Amy Reid.
 - a. Amy rescinds her nomination.
- iii. Candidate speeches.
- iv. **Vote: James Plate and John Buck win membership vote.**

- 1. James Plate is elected new board President.**
- 2. John Buck is elected new Member at Large.**

5. Old Business

6. Other Announcements

- a. Manna grant to buy bulk or local wholesale from local producers.
- b. Emily giving thanks to Tyler: dealt with many issues and expansion of market.
- c. Darren sent email with information on avian flu.
- d. Small business development center offered to pay for board training (1 hour in December).
- e. Welcome Window reserved for a week in November.
- f. End of year party: After Holiday Market? Also could double as welcoming party for new manager?

7. VII. Adjournment

- a. Meeting adjourned at 8:30pm.

Respectfully submitted,
Morgan Di Santo, Secretary.