

DURANGO FARMERS MARKET

P.O. Box 3761, Durango, CO 81302

DFM Board Meeting

Thursday, August 30th 7:30 PM

Via Zoom

Those Present: Tyler Hoyt (President); Sheila Pane (Vice President); Dave Root (Member at Large); Morgan Di Santo (Secretary); Jordan Meyers (Treasurer); Melanie Gonzales (Market Manager).

- I. Meeting called to order at 7:34pm.
- II. Welcome Dave Root to the Board
- III. Booth Fees for Holiday Market
 - A. Discussed raising fees for November, December, and/or both markets to cover the cost of the December holiday market.
 1. County just started charging DFM for fairground space.
 - a) Free in past years.
 - b) Now it costs just under 1000\$ without kitchen space.
 - c) Can fit in about 50 to 55 ten foot booth spaces.
 - (1) If we kept the booth fee forty dollars for a ten foot space, it would theoretically cover the cost of space (be about \$2000) but would maybe eat into the budget.
 - (a) Would be a financial wash if kept the same price.
 - (b) In 2021: forty-three vendors at November Thanksgiving market and about fifty vendors at December Holiday market.
 - (c) At the end of 2021 there was a ton of unaccounted for money that Lyndee thought most likely came from holiday markets.
 - (d) For this year (2022), we wrote in \$50 into budget for both November and December.
 - (e) Sheila brings up: should we give farmer's a break?

- (i) Both extremely lucrative markets for farmers
- (ii) Does ten additional dollars make a difference?
- (f) Tyler in favor of doing fifty dollar booth fees for all vendors for both holiday markets.
 - (i) Dave, Jordan, and Morgan are also in agreement.
- 2. Tyler makes a **motion** to **raise** the booth fee **ten** additional dollars for **both** November and December holiday markets.
 - a) Board **approves the motion**.

IV. Manager salary and job description

A. Job description

1. Shelia updated job description and Melanie wrote text for the newspaper.
2. We would like to advertise the position in the newspaper, online, and on online hiring platforms.
 - a) We would like to have a wider regional reach. Very unique job and not many people in Durango have done it.
 - b) Need to get it posted within the next week. Board members need to have approved job description and newspaper text by Friday September 10th.

B. Salary

1. Tyler suggests salary range.
2. Salary needs to be raised regardless; Melanie getting paid too little.
3. Melanie's salary is \$595 dollars a pay period for twelve months.
4. Tyler asks her what she thinks she is worth?
 - a) Average salary in La Plata county is \$56,000.
 - b) Melanie thinks range of twenty to twenty-five thousand per year would be fair.
 - (1) Could cover this by raising booth fees
 - (a) DFM board has not raised booth fees in over ten years.
 - (2) Market assistants will still be necessary.
 - (3) Is this job realistically part time?
 - (a) Quality may suffer for 25 hour week
 - c) At this point in the season, the budget is in the black a little over six thousand not nine thousand (which is what the budget says). Budgeted thirty thousand for booth fees.

- d) What would booth fees need to be raised to?
 - (1) Twenty-five additional dollars for 11 weeks.
 - (a) Or we could charge for more weeks.
 - (b) Prepay discount?
 - (c) Whether we up the booth fee or extend the payment period, the additional cost should be totally doable for most vendors.
 - e) Manager job is big enough that we should pay more.
 - (1) Always can offer bonus at the end of the year if there is extra cash.
 - f) Budget typically comes in five thousand dollars in the black.
 - (1) This year we have 102 vendors because we have bigger footprint (additional rows; closer spacing not that covid protocols loosened).
 - (a) Bigger the venue, more vendors we have, the more customers we can get
5. Sheila makes a **motion** to increase the market manager salary and that we offer a range of twenty to twenty-five thousand dollars.
- a) **All board members approve the motion.**

V. Towing law changes

A. Non-consensual towing .

- 1. Prevents towing from private lot without 24 hour notice.
- 2. Melanie made a bunch of calls yesterday
 - a) Durango is a home rule city which means we can set our own city rules that can conflict with state rules.
 - b) Durango police told Melanie she could call dispatch if someone wants to remove their car mid market.
 - c) Safety issue that could also mess up booth spaces.
 - d) City will also run into this problem with the special events they put on
 - (1) Need new law that overrides state law; fast tracked law maybe takes 2 to 3 weeks.
 - e) Basin towing is also raising costs for the person who calls for the tow (not the person being towed). Person with a vehicle has no repercussions.
 - f) If the board wants to write a letter we should send it to the Community Development Department.

VI. Value added survey

A. How do we want to re-define value added?

1. Melanie spoke with Mark Grubis, who runs Durango Artisan Foods a local company that helps local food producers produce their product.
 - a) When we are rewriting rules and regs we need to consider this.
 - b) Different way of thinking about food processing than we have in the past.
 - c) Shelia: Is it truly value added then? Should it be two applications, say if one was also an ag vendor?
 - d) Broader discussion with a lot of the members after collection of survey data
 - (1) Reserve for general meeting this fall
 - e) What does value added mean for our market?
 - f) Big hang up in our region is a lack of processors
 - g) Can the survey be ready before the September 10th market?**
2. Do we need to change the by-laws regarding five county region?
 - a) Clarify?
 - b) Needs to be out to membership two weeks before the fall general membership meeting.

VII. Fall Membership Meeting

A. Location

1. Hesperus? At the Old Fort?
2. Also check with Fairgrounds.

B. Date

1. Week of October 17th.
2. Tuesday, Wednesday, or Thursday of that week.

VIII. Previous meeting minutes.

A. Morgan we need the minutes!

1. She'll send them on Sunday.

IX. Meeting adjourned at 8:48pm.

Respectfully Submitted,
Morgan Di Santo, Secretary