

Spencer Creek Crower's Market Board Meeting Minutes
May 7th, 2018

Call to Order at 5:50 PM

Members Present: Glenn Harden (President), Rachel Marcotte (Treasurer), Genie Harden (Member of the Board), Tracy Waterbury (Member of the Board), and Alex Miller (Member of the Board)
Five out of seven board members were present, constituting a quorum.

I. Officer and Committee Reports

a) Treasurer's Report

There is \$1,125.87 currently in the Market's bank account. Since the last board meeting (February 11, 2018), there have been two expenditures; an insurance payment and an accidental charge that will be reimbursed.

Maureen Hudson has decided to step down as Secretary, and her debit card will be cancelled. The question was posed to the board of whether a debit card should be reissued to the new secretary after Maureen's is cancelled. The board decided against taking action to issue a new card.

A \$900 expense will be coming on May 18th, and the question of whether the signatures of two directors would be required to make the payment was posed to the board. It was decided that Rachel's signature would be sufficient.

b) Social Media Report (Delivered by Alex as proxy for Zoe Shaheen, Social Media Coordinator)

The market manager ad has been shared twice, but no one has responded. It was decided that the Social Media Committee would explore NextDoor.com as a new social media platform.

c) Music Report

Martin and Joy have decided that they will no longer be managing music at the market following the fourth market of the 2018 season on June 16th. Rachel, who managed music before Martin and Joy came onboard, expressed to the board that she did not want to take on sole responsibility for music, but will look for others to help. Among those that Rachel intends to reach out to are Randy Moore and John and Sheila Tasker. Glenn agreed to provide Rachel with each of their contact information.

The possibility of the market purchasing sound equipment for live music was discussed. Because such equipment would require an operator, the board decided against this purchase. This discussion led to the idea of playing Pandora or a similar music service during markets that are anticipated to be slow or markets for which we are unable to book live music. Existing speakers in the Grange were brought to the board's attention, and Glenn and Genie offered to try out these speakers in the market space to see if they would be suitable. If the speakers are not suitable, Glenn agreed to talk to Martin about acquiring new speakers.

The planning of the stage that is intended to be built on the stumps of the trees that were removed from the grange yard is moving forward. A lack of shade is a concern. The idea of purchasing a new canopy for musicians was brought to the table. A motion was made to authorize the purchase with a \$100 cap. The motion was seconded and passed unanimously.

II. Old Business

a) Moving the Market

Although Crest Elementary was open to the idea of hosting the market, a suitable location on school property that could be agreed upon by the board and the music committee could not be found. At the last informal meeting of the board, Glenn agreed to contact Randy Moore, who sits on the Board of Directors at the Good Shepherd Lutheran Church on McBeth Road, about bringing the idea of moving the market to the Lutheran Church to the next meeting of the Church's Board.

The question of whether or not we want to move the market was brought to the table. The discussion was not conclusive, and it was motioned that a special meeting of the Board be called if the opportunity to move the market arises. The motion was seconded and passed unanimously.

b) Market Managers

Tracy has identified a potential manager – Cecilia. Cecilia may be interested in managing both markets. Managing both markets may trigger some additional levels of regulation by the IRS.

Glenn and Genie have agreed to manage the Grange and Bailey Hill markets respectively if no market managers are confirmed. Until then, Zoe Shaheen (Social Media Coordinator) will place additional ads on Nextdoor.com and Craigslist.org. Glenn's contact information will be listed on the ads.

III. New Business

a) Club Express Transition

Club Express is a website hosting company for membership organizations. After considerable exploration of a free trial, Glenn and Genie have found that the platform will require an extensive commitment of time, has a more limited design capacity, and will not match the event registration functionality of our current site. The experience did reveal some additional functions that would be beneficial for the Market.

Glenn proposed extensive revisions to the current market website based on what was learned through the Club Express trial. Proposed revisions included: generating an online membership registration, payment, and management system; a bulk email system that enables filtering by membership and vendor status; an “Upcoming Events” page; a page describing member benefits; a space for members to post classified ads; forums; a “find-a-member” feature; Local, regional, and global ag-related news and events; and a documents page. Glenn offered to put together the highest priority features – the membership registration system and the E-mail notification system – and suggested that we hire a website developer to do the rest. The board agreed, and Glenn offered to seek a bid from a developer. Glenn has also identified a \$200 plugin that may meet our membership registration and management needs. A motion was passed unanimously to empower Glenn to make the purchase if he finds that the plugin was suitable.

b) Free Membership Drive

It was decided that the time is not right for a Free Membership Drive, and the issue was tabled.

c) Amendments to Bylaws

There was a motion to strike the requirement for membership that applicants attend six markets before becoming members. The motion was seconded and passed unanimously.

d) Enstatement of New Secretary

Maureen Hudson has decided to step down as Market Secretary. Alex Miller was nominated as the new Secretary. The motion to elect Alex was seconded and his enstatement passed unanimously.

IV. Other Business

a) Women, Infants, and Children Nutrition Program

Vendors will need to request applications and then submit completed applications. Genie is exploring the possibility of submitting addresses herself to reduce the burden to vendors.

The Market will be matching the value of the WIC vouchers in addition to foodstamps.

Meeting adjourned at 8:30 PM