

**Minutes of the Spencer Creek Growers Market Board Meeting
Held on November 30, 2018 at Tacovore Restaurant, Eugene, OR**

In attendance:

Glenn Harden, Co-Founder, acting President and Webmaster
Genie Harden, Co-Founder and Membership Coordinator
Rachel Marcotte, Treasurer and Music Coordinator
Carrie Steinbach, Secretary
Tracy Waterbury, Site Map Advisor
Dave Yordy, Grange Liaison
Tessa McCusker, Publicity Czar
Pam Schmeiding, Special Events Coordinator
Andrea Turner, Children's Activities Coordinator
Michael Neukirchen, Market Set-Up Coordinator
Chris Sherman, Farm Outreach and Recruitment Coordinator
Marie Sherman, vendor

Absent:

Maureen Hudson, Neighborhood Liaison and Vendor Parking Czarina
Kelly Townsend, Signage Coordinator
Zoe Shaheen, Documentarian

11/14 board members were present, which constitutes a quorum.

The agenda for the meeting was to introduce Board members, submit officer and committee reports, set the 2019 market calendar, discuss the Bailey Hill second market option, discuss the possible enactment of a tiered membership, i.e. a separate rate for individuals, couples and families, and to read a summary of motions and actions taken during the meeting.

The meeting was called to order. Everyone introduced her/himself and explained their roles as Board members. It was noted that 2019 is the market's 10th anniversary.

1) Officer, Board Member and Committee Reports

a) Treasurer's Report: Rachel announced that there is nothing to report, as there has been no activity. Genie has been writing up the budget, but does not want to continue next year; Rachel will take over this role in 2019. Genie reviewed the 2018 budget, line by line, and posed the question of how we might wish to change it. She stated that we would need 2-3 people to do EDDM (postcards), and that we would not be placing an ad in the City of Eugene Recreation Guide next year, as it did not seem to be cost effective. The 2019 budget will be discussed and approved at the March 2019 Board meeting.

b) Children's Activities Report: Andrea explained the Power of Produce program which is a children's token program; she plans to implement this program in 2019.

c) Webmaster's Report: Glenn is working diligently on the website. The forms section is a work in progress; he has also made progress on the community events calendar. He plans to design the events calendar so that everyone can submit events to the calendar. He asked that Board members log in and go to the profile page, and upload a photo of her/himself. Members can order from Hummingbird on the website, and the orders will be directed to Genie. Genie will deliver the orders. There was discussion about this being too big of an imposition on Genie, and many felt there was a need to modify this so that members could pick up their orders, perhaps at Hummingbird. Further discussion was tabled for this meeting.

d) Publicity Czar's Report: Tessa spoke of Facebook top tips for vendors. She stated that there would be regular Instagram and Facebook posts throughout the market season that highlight vendors and special events. She plans to get the market listed on Craig's List, the Eugene weekly calendar, Next Door, and suggested posters around town. Zoe will help with the Instagram postings. Dave suggested that we pay for advertising on Facebook at a cost of \$15, which would allow us to target particular demographics and purchase an event. Genie stated that newspaper ads are a waste of money. Andrea suggested that we contact Travel Oregon; it is free now to put the market on the map. Chris proposed pre-season farm tours for consumers in order to get people excited about what we grow and encourage them to come to the market to find those items. There was a discussion about the need to post additional signage in areas of greater traffic.

There was further discussion about the creation of posters for the market that could be placed around town. Glenn will start a thread on the website that will allow members to make suggestions about what should go on the posters. Marie agreed to draw the posters, and have a rough draft at the next Board meeting.

2) Set 2019 Calendar:

a) There was a motion to have the 2019 Market Opening Day on May 25th. Upon further discussion, the motion was amended to May 18th, was seconded and approved.

b) There was a motion to have Harvest Fair be on October 5th; it was seconded and approved.

c) Dave proposed that we extend the market to October 26th as an indoor market, and explore the possibility of a joint venture with the Grange for their holiday bazaar on November 2nd. Dave will communicate with the Grange leadership about these possibilities, and report back to the Board.

d) Motion to have Spring Thing from 2-5pm on March 23rd, seconded and approved.

e) Motion to have vendor meeting on May 8th, at 4pm for new vendors who need FDNP training and 5pm for established vendors, seconded and passed.

f) Motion to have Locavore Luncheon on August 3rd, seconded and approved.

g) Motion to have board meetings in 2019, seconded and passed, as follows:

-- March 1, 10:30am at Carrie Steinbach's residence: 85501 Svarverud Rd.

-- May 3, 10:30am at Dave Yordy's residence: 28810 Fox Hollow Dr.

--August 2, 10:30am at the Spencer Creek Grange

h) Annual membership meeting was discussed; venue and date indeterminate; placed on the agenda for the March board meeting.

i) Genie noted that the Small Farms Conference is on February 23rd, and the OFMA banquet is held the evening before on February 22nd. She recommended attendance at both events.

3) Second Market – Bailey Hill option: It was reported that the owners of the Bailey Hill Market never paid for joint advertising in 2018. They have stated recently that the check is in the mail, but it has not been received. There has been some confusion as to whether the owners want the market there for the 2019 season. Recently, they have said that it was OK for us to be there in 2019. Dave proposed a second venue committee to research options, which was seconded and approved. Discussion included desire to serve an economically disadvantaged community at our second venue. Members of this committee are: Dave Yordy, Carrie Steinbach, Genie Harden, and Chris Sherman.

4) New Business: Membership Pricing. Genie proposed a single, couple and family tiered membership system. She suggested that the dues would be \$20/single, \$30/couple, and \$40/family. The family membership might include farm interns. Last year, there were ~60 members and this decreased to ~40 members this year. Genie noted that there was no membership “push” this year, so the numbers are not surprising. Dave suggested that we need a compelling case for membership, i.e. what do members get for their membership fee? It was moved, seconded, and passed that we set up a membership perks committee. This committee is composed of Genie Harden, Dave Yordy and Pam Schmeiding.

5) Reading of motions and actions: Due to time constraints, this was not done. It was noted that the motions and actions would be summarized in the meeting minutes.

Meeting adjourned.