

1 FARMERS & CRAFTS MARKET of LAS CRUCES

2 Regular Board Meeting Minutes March 12, 2018

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4 Board Members Present: Brenda Mosley- Chair, Karin Bradshaw- Vice Chair, Sharon Carrillo- Treasurer,
5 Anthony Telles

6 Vendors Present: Debbie Bond, Wilma Durio, Thomas Maxwell, Rick Diaz, Clyde Williamson

7 Visitors Present: Felix Cordero

8 Market Manager: Tiffany Thompson

9
10 Mosley: Called Meeting to Order at 5:34pm

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12 Mosley: Read Conflict of Interest Inquiry and Privilege of Floor

13
14 Mosley: Called for Approval of the Agenda

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16 Mosley: Add to the Agenda under New Business #2- Resignation and #3- Presentation- Marine Corps

17 Bradshaw: Add as #8- Motion, Discussion, Approval- New Office Printer

18 Thompson: Strike Debbie Bond from Quality Control report and add Wilma Durio

19
20 Mosley: Called for Approval of the Agenda with changes

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22 Bradshaw: Motion to Approve the Agenda with changes

23 Telles: Second. All Ayes. Motion passed

24
25 Mosley: Called for Approval of the Minutes from February 12, 2018

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27 Bradshaw: Motion to Approve the Minutes from February 12, 2018

28 Carrillo: Second. All Ayes. Motion passed

29
30 Committee Reports

31 Finance: Carrillo- Budget is where we expect to be. Advertising is below budget. Bank finance fees are
32 higher then they should be and need to be investigated further. Ops is below budget. Payroll is less then
33 budgeted. Invoicing will go out March 15th for the next quarter

34
35 Marketing: Bradshaw-TU Magazine has offered us a special price for a ¼ page of \$500 to continue our ad
36 with them that Brenda Mosley won for us. This is their Home and Garden issue, so it pertains to what
37 we wish to promote.

38 Thompson- We are gearing up for our 2 March promotions. St. Patrick's Day we have a table created by
39 Debbie Bond to raffle off as well as gift certificates provided by some of our food vendors. Easter we will
40 have an Egg hunt through out the market and the Easter Bunny will be here for photos. Also, on March
41 1st I attended a meeting with DLCP. We discussed upcoming events and new business openings. I also
42 have the first data from the solar charging stations. They gather data (IP address) from anyone who has
43 a cell phone. This allows them to track foot traffic. Wednesday between noon and 3pm, foot traffic was
44 just over 1000. The next closest number was in the 600's. On Saturday the busiest time starts at 10am
45 with 1700 then 11am we have 3600 then at noon 5600, 1pm is 6300, 2pm drops to 4400 and then 3pm
46 is 1700 and after that the numbers are in the low hundreds. I have requested to receive this data
47 weekly, so we can compare the numbers based on when it is just the market set up and when there is

48 another event along with us. They are still working out how to compile the data they receive but we will
49 be receiving this information soon.

50

51 Operations: Bradshaw- ([see attachment](#))

52 Durio: I will help in the office when Thompson is on vacation.

53 Thompson: We have a Market Manager booth manned by volunteers to answer questions. They could
54 maybe cross train with Amanda on EBT and cover for her on Saturdays while she is out on maternity
55 leave. We would still need to make arrangements for Wednesdays. We need to pay our dues with the
56 Farmers Market Association and our business license is up for renewal.

57

58 Quality Control: Durio- We had 11 vendors apply. 10 became vendors, 1 was up in the air on
59 qualifications.

60 Mosley: Shannon came by my booth and I was told that Quality control made a decision.

61 Durio: The decision was made that they were commercial and did not qualify. We have 5 or 6 signed up
62 for the April orientation.

63 Thompson: Orientations will be moving to Tuesdays after this as Wednesdays are just too busy in the
64 office with EBT and everything else.

65

66

67 Old Business

68 Mosley: We had a Closed Session meeting on February 8, 2018 that pertained to a legal matter. It was
69 decided that this legal matter would be given to our attorney that we have on retainer.

70

71 Bradshaw: I move that we accept the Cruces Kids Can Jr. Vendors proposal with the revisions as
72 Appendix A for the P&P's

73 Carrillo: Second. All Ayes. Motion passed.

74

75 Thompson: Item #3 needs to be tabled until April meeting

76

77 New Business

78 Bradshaw: I move that we accept the appointment of Rick Diaz as a member of the Board.

79 Carrillo: Second. All Ayes. Motion passed

80 Mosley: We are asking if you would accept the position of Secretary that was vacated with the
81 resignation of Scott Rodgers

82 Diaz: I accept.

83

84 Mosley: Javier Amaro, Community Board member, has submitted his resignation in writing. We will need
85 to start the process for replacing him.

86

87 Presentation: Felix Cordero- We are having a concert on the Plaza for the Wounded Warriors on
88 Saturday in June. We need to fence off Main Street and Griggs. We are hoping you can work with us to
89 help us set up in time for our event which starts at 4pm.

90 Mosley: We cannot ask the vendors in this area to close early. We ask that you work with Tiffany
91 Thompson and we will do our best to coordinate with you.

92

93 Thompson: Our first Art Ramble was a success. Foot traffic was good. We had a good response from the
94 customers as well as from the galleries around us. We had 3 vendors who participated. Next Ramble is
95 April 6th from 5pm to 7pm.

Thompson: Amanda and I attended the NM Farmers Market Assoc. in Santa Fe this past weekend. They have a new promotion that they would like us to participate in and we can do this over social media. We have the best record keeping in the state. There is financial assistance available thru the DUFEB program where we will get \$1000 semiannually. When Amanda does her quarterly reporting, on two of those she can put in for reimbursement. We have been using a proxy system to report our EBT since their system would not allow us to access the correct way. This is supposed to be fixed in the next couple of weeks. It is \$900 for our own EBT machine. They would like us to get weekly data from our farmers on their sales, anonymously of course, and send the data to them. They would like total sales from EBT, DUFEB and from non-nutritional sales. They would give us money for advertising. We need to find out the specifics that they require and work out a reporting system. Amount received is based on farmer participation and would be used to advertise the SNAP and DUFEB programs. We are third in the state for the SNAP program.

Mosley: I move that we purchase a new printer with a protection plan and cartridges, not to exceed \$750.

Telles: Second. All Ayes. Motion passed

Mosley: The attorney the Market has on retainer has pointed out that the Market's P&P's have allowed ambiguity and has advised we correct these issues. We need to make sure we define and clarify everything clearly.

Carrillo: I move that the P&P revision be submitted for review by an attorney.

Telles: Second. All Ayes. Motion passed

Durio: Number of current total vendors for next meeting please. How many did we lose due to CRS issues? How many did we lose due to membership fee issues?

Mosley: Called for Motion to Adjourn

Bradshaw: I move that this meeting adjourn

Telles: Second. All Ayes. Motion passed

Meeting Adjourned at 8:01pm

Prepared by Karin Bradshaw