

Newsletter July 1, 2017

BOARD MEETING CANCELED

Board meeting for July 5th has been canceled. The next Board meeting will be July 19th, 5:30pm.

NEW MARKET HOURS

The new hours will take effect Saturday, July 1, 2017. The new hours are as follows:

April 1 – September 30: 8am – 12pm

October 1 – March 31: 8am – 1pm

This means that drive in is now by 7:30am.

As some vendors have already had to be hospitalized because of the heat, we want to ensure the safety of not only our customers but vendors as well.

Please make sure you are bringing and drinking plenty of water. Remember, fans and evaporative coolers are allowed.

OFFICE CLOSED FOR 4th OF JULY HOLIDAY

The office will be closed on Tuesday, July 4th in observance of Independence Day.

Normal office hours will resume on Wednesday July 5th 9:30am – 1:30pm.

MARKETING REPORT

We wanted to give everyone a brief rundown of the new and exciting Marketing venues we have used this past fiscal year.

We have continued our collaboration with Las Cruces Magazine, who does an outstanding job of promoting our Market, both in print and on social media.

Our Rack Cards have been an enormous success, satisfying both our requirements with the City, per our lease, and reaching new customers. As it has been at least three (3) years since the Rack Cards were created, we have redesigned and updated them. The latest version will be appearing soon. We have expanded into Colorado as well as adding the Midland TX area.

The New Mexico Vacation Directory has, both online and in print, a wonderful half-page story, with testimonial, about our Market. There is also a half-page ad. This will be accessible, online, for the next year.

Our lease with the City requires us to spend or have the 'value of' \$24,000 per fiscal year. We spent \$22,596. Our 'value of' was \$36,226. The City was very pleased.

What's coming?

The new, user friendly, redesigned website!

New tri-folds! We are working with CVB to create new brochures.

The Marketing Committee would like to thank Sylvia Hendrickson, Elia Pettit and Russ Smith for all their self-less work this past year. We greatly appreciate the time you took from your lives to benefit the Market. Thank you.

EBT/DUFB CHECKS

Vendors that accept SNAP/DUFB tokens must personally pick up their checks at the EBT table. We will no longer give checks to employees/other family members/etc.

FIRE EXTINGUISHERS

Per the Fire Marshal, all vendors that use any generators, propane tank (this includes the propane cylinders for heaters), or any other heat source are required to have a 2A:10:BC fire extinguisher. Additionally, Prepared Food vendors are required to have K Class Fire Extinguishers.

Beat the Heat with Basil – Peach Sorbet

Ingredients:

1 cup sugar

1 cup water

8 basil leaves

4 ripe peaches, peeled and pitted

Bring the sugar, water, and basil to a boil in a small pot. Gently simmer 10 minutes, until the sugar is completely dissolved. Remove from the heat and cool. Strain the syrup. Purée the syrup with the peaches until smooth. Transfer the mixture to an ice cream maker and process according to manufacturer's instructions. If you do not have an ice cream maker, pour the mix into a metal bowl, place it in the freezer, and whisk every 30 minutes until frozen, about 6 hours total.