

PC Minutes 9-19-16, 10 a.m.

PC Members Present: Linda McCall, Leanne McCarthy, Ron Augustine, Melanie Griffith, Joanne Hausman

All new applicants at this meeting, \$80 collected in fees.

Danielle Jensen – Boho Naturals Co. Danielle uses essential oils to create the following personal/body/bath products: essential oil combinations in, roll- ons, soaps, bug repellent, itch spray, deodorants, skin care, bath products. The soap is a cold process soap requiring cure time, a home jury will be arranged to view. Danielle has been making and selling these products for a few years (and has insurance). She’s only been in the Keys for a year and lives full time here. Extensive discussion with Danielle regarding labeling and what is required and what is legal to say. Emphasis on no false claims allowed and Linda asked her to remove the word “sunscreen” unless they can prove they have had it tested as such (not legal to use “sunscreen” if you don’t do the testing). Danielle does not state her products will cure anything, but that the natural ingredients may help some conditions. She’s done her research, knows her recipes. She’s very easy going, and she presents a professional front.

With current trend of natural products, her recipes reviewed and her knowledge, all in **PC in favor of approval.** Nice unique product addition to the organization.



Taylor Bryan – Taylor has worked on the dock before but has been away for a few years. Applying to sell intricate wood burned plaques and boxes. Linda abstained from vote due to conflict of interest (Hannah Ramsey is wood burning on dock, Hannah lives with Linda) **All in favor of approval.**



Amber Petro: chair massage/accent nail art stickers

Amber is local, with all licenses and insurance in place. She wants to offer a package of massage with a free “accent nail” with each package. These are stick on, fake nails embellished with her “art”.

PC discussed adding another massage person at some length. 2 Members of PC voted “no”, 3 voted “Yes”. Majority approved.



Christina Gimenez – molded soybean wax candles, colored and scented. Christina makes her own silicone molds, and while she offers a soy candle in a tin, most of her product line are candles from her molds. Nice product. PC discussed at length. We have 2 candle makers on the dock; Jimmy who does the canning jar container candles which are only poured candles in a jar with scent, and Cindy who makes candles from commercial molds in vibrant, “hippie” colors. While Christina is another candle person, PC feels that her candles are different enough from the other 2 to not be viewed as “just another candle”. Christina will not be full time at first, she’s located in Miami for now but will participate on weekends. Cindy and Jimmy participate infrequently as well.

PC recommends approval.



Other Discussions:

- 1) We discussed at length the jewelry on the dock. Some appears to be very “simple” – purchased ear wire with a bead attached. Unfortunately, a past Board approved jewelry artists using pre-purchased beads and findings. This makes it very difficult for PC to enforce the “creative, and multiple step” process we’re supposed to be following. We feel our hands are tied when it comes to these products on the dock. Multiple jewelry people are doing just that but we have no grounds to ask them to remove them because of this previous Board decision. PC would like the current Board to address this with guidance to PC on enforcement.

With this in mind, a few PC members have walked the dock over the past month due to some concerns. There is some discrepancy as to what was approved for an artist to sell vs. what is being sold. We are attempting to reconcile every jewelry persons application with what is being sold. At this time, two artists will need studio visits to review their raw materials and workmanship. Renee Moss and Tiffany King are the first ones. Ron Augustine will lead these studio visits because of his expertise. We do not recommend removing or altering their product offering at this time until the studio visit can be done.

- 2) And this leads into our discussion on putting caps in place for jewelry and photography:

Linda asked Dave for the average nightly attendance from July 2015 to June 2015. Breakdown is:

July 2015, 46; Aug 32; Sept 32, Oct. 32; Nov. 40; Dec. 29; Jan 2016 29, Feb. 29; March 46; April 46; May 43; June 37.

Jewelers (16 total): Tiffany, Dragana, Beth, Joyce, Meike, Renee, Jonathan, Annie, Pat Lloyd could be considered “regular participants”. Then there’s Susanne Buxton, Barb Winko, Elise Scott and Jane (fish hooks). Barb, Elise and Jane set up over winter from time to time. We also have Rona Fitzgerald with hammered metal jewelry who works in season, Doug & Ellen (fine jewelry) who only work occasionally and Tom Spaulding recently approved pending a studio visit.

During “peak months (avg of 45 vendors)”, that gives us 20% of the dock is jewelry.

During “slow months (avg 32 vendors)” that is 28% of the dock.

(only 9 of the approved vendors were used for the calculation because the others are so seasonal or irregular)

Photographers: Don, Isaac, Harriette, Mark, Gary, Lee Anne and Nicholas. All of them are pretty much full time.

During peak months, that’s 15% of our dock, during slow months, that’s 21% of our dock.

To summarize: Combined, 35% of our dock is allocated to two categories during peak season, and 49% during slow months. PC is asking to cap both categories. All in favor.

Meeting adjourned 11:30 a.m.