

UMFM Advisory Board Meeting  
January 15, 2019

The Upper Merion Farmers Market Advisory Board met for on January 15, 2019 in the Township Building. The meeting was called to order at 7:10 p.m. followed by a pledge of allegiance.

ROLL CALL:

Present were: Lauren Dare, chair; Eric Huhn, vice chair; Lydia Dan-Sardiñas, secretary; Diann Poole; Vince Lattuca, Farmers Market manager liaison; Tina Garzillo, Board of Supervisors liaison.

REORGANIZATION

- a. Diann Poole was elected as temporary chair and opened nominations for the reorganization of the UMFM Advisory Board.
- b. Eric Huhn was nominated for Chair by Lauren Dare, seconded by Lydia Dan-Sardiñas and the Board approved 3-0. Eric Huhn took the position as chair.
- c. Lauren Dare was nominated for vice chair by Diann Poole, seconded by Lydia Dan-Sardiñas and the Board approved 3-0.
- d. Lydia Dan-Sardiñas was nominated for secretary by Eric Huhn, seconded by Lauren Dare and the Board approved 3-0.

UMFM Advisory Board will meet every third Tuesday at 7:00 pm in 2019. Lydia Dan-Sardiñas made the motion, Diann Poole seconded and the Board approved 3-0.

MINUTES

December 20, 2018 minutes were approved. Lauren Dare made the motion, Diann Poole seconded and the Board approved 3-0.

OLD BUSINESS:

- a. Draft of Sponsorship Packages:  
The first draft of the Sponsorship package was reviewed. Changes were suggested to the opening paragraph as well as the body of the letter. The three levels of sponsorship were discussed: Platinum, Gold and Silver levels and what each level entails.
- b. Winter market.  
It was decided to keep the location of the Winter Market on the upper level of the township building. New vendors will be placed around the atrium opening. 13 vendors have signed up for the winter market.
- c. 10<sup>th</sup> season start ideas  
The new season will start on May 18<sup>th</sup>. We will celebrate our 10<sup>th</sup> season with a birthday cake made by MacDougall's Irish Victory Cakes. Idea suggestions:  
Flash mob must contact dance company; new shopping bags however, we still have 200 printed from last year; contact the high school band; contact Greg the Balloon Guy, if unavailable ask if he has any recommendations; ask Gerri V. to share her connections.
- d. Family Fun Day ideas include Bob Matcovich as the science man; slime making station; Greg the Balloon Guy.

NEW BUSINESS:

- a. Summer season table fees increase

Price will rise for full season to \$395. This is an approximate increase of a table fee to \$14 per week.

Price will rise for multi week payment to \$18 per week if paid in advanced.

Price for weekly vendor will stay at \$20. This is for those that pay on the day of market.

STAFF LIAISON COMMENTS:

- a. Vince will make a presentation to the Board of Supervisors at the February 21 board meeting. The presentation should highlight the positive growth of the Farmers Market. The presentation should include a slide show of special events, car count, new vendors and comments from the public.
- b. Vince Lattuca discussed that the Sponsorship package should be completed at the end of January. The packet should be sent out by February. Gerri V. from marketing will be in charge of distributing packet to potential sponsors. Vince asked if the sponsors have their name on a plaque.

BOARD LIAISON COMMENTS:

Tina Garzillo relayed that the Board of Supervisors reorganization included Greg Waks as Chair and Carole Kenney as Vice Chair. The BOS is searching for a new township manager. It was suggested that the ECDC citizen board partner up with Farmers Market.

ADJOURNMENT:

It was moved by Lauren Dare seconded by Lydia Dan-Sardiñas, all voting "Aye" to adjourn the meeting at 9:00 p.m. None opposed. Motion approved 3-0.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD SECRETARY