

UMFM Advisory Board Meeting

June 18, 2019

The Upper Merion Farmers Market Advisory Board met for on June 16, 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: Eric Huhn, chair; Lauren Dare, vice-chair; Lydia Dan-Sardiñas, secretary; Diann Poole; Tina Garzillo, BOS liaison; Vince Lattuca, Farmers Market manager liaison. Erika Spott was absent.

MINUTES

April 19, 2019 minutes were approved. Lauren Dare made the motion, Diann Poole seconded and the Board approved 4-0.

OLD BUSINESS:

- a. Final Sponsorship Package:
 - Gold Sponsor Renewal by Andersen will be present at all special events.
 - As part of being Silver Sponsors, Davey Tree Expert Co and Perfect Pooch will have a booth at two market days. They each donated \$500.
 - Gerri V. is trying to encourage mid-season sponsorships.
- b. Pop Up Market
 - Friday 11-3 in front of Neiman Marcus, Grand Lux outdoor area.
 - The first market had 13 vendors. Number of vendors is subject to change
 - Vendors must show up by 10:00, pick their own spot, clean up their area
 - Vince says that some changes will be made:
 - Need to put up the UM banner to allow public awareness of the market
 - Some vendors did not do well.
 - Possible reasons:
 - New market
 - No market money exchange
 - Not all vendors have credit card
 - Not enough advertising
 - Weather
- c. Moishe's Pickles
 - It was noted that he charges tax. Customers are surprised by the added tax as no other vendor does this.
 - Suggestion made that he has a sign saying that he is charging tax or build the tax into the price.
 - Samples cannot be given from a container which will be sold later.
 - Samples can only come precut.

NEW BUSINESS:

- a. Volunteer List should be updated to include only those that have proven that they help
- b. It is requested that Vince include a link to the volunteer list when sending the Vendor Set Up map
- c. Possibly make a new Special Saturday: Small Business Saturday.

- Eric will check to see if ECDC is willing to spearhead this event.
- Parameters would include having at least 6 vendors for the event.
- d. Vince will look into asking the knife sharpening vendor to come back
- e. Zucchini 500 on July 13
 - Wheel kits and registration cost \$2.00
 - i. Vince will check supplies for wheels and end caps
 - ii. Eric will cut axles
 - Kit sales begin 2 weeks before the race.
 - May change the design on the t shirts to denote the 10th anniversary
 - Staff will be responsible
 - i. Lauren will take care of market
 - ii. Awards - Tina
 - iii. Announcer – Erika
 - iv. Brackets – Eric
 - v. 2 judges needed – Dan Russell and ???
 - On hand will be Greg the Balloon guy and Holly Meade the Face Painter

STAFF LIAISON COMMENTS:

- a. See Zucchini 500 notes

BOARD LIAISON COMMENTS:

- a. Sally Slook, the acting township manager, has accepted a new managerial position in the Willistown township.
- b. Anthony Hamaday was asked to take the township manager position. He is currently manager at Marple township.
- c. 35th Concert Under the Stars has extended its season into August.
- d. July 4th celebration will have a carnival starting at 3 and fireworks at dusk.

ADJOURNMENT:

It was moved by Lydia Dan-Sardiñas and seconded by Diann Poole, Board approved 4-0. adjournment at 8:52 p.m.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY