

UMFM Advisory Board Meeting
February 19, 2019

The Upper Merion Farmers Market Advisory Board met for on February 19, 2019 in the Township Building. The meeting was called to order at 7:07 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; Erika Spott; Vince Lattuca, Farmers Market manager liaison; Tina Garzillo, Board of Supervisors liaison.

MINUTES

January 15, 2019 minutes were approved. Lauren Dare made the motion, Lydia Dan-Sardiñas seconded and the Board approved 4-0.

OLD BUSINESS:

a. Final Sponsorship Packages:

- The draft of the Sponsorship package was reviewed. More changes were suggested: put a ribbon banner on top of the logo. Banner will promote the 10th season of the Farmers Market. Amanda Conlin from the POI department will make the changes to the layout.
- A digital copy will be on the website in the Township Sponsorship Section.
- Hard copy versions will be out in the next couple of weeks. Hard copies will be placed in the media center stand in the township building and in the community center.
- Vince Lattuca will check to find out when mailers will go out. A question was asked will it go out to businesses as well as every door direct mail.

b. 10th season start ideas

- The new season will start on May 18th. We will celebrate our 10th season with a birthday cake made by MacDougall's Irish Victory Cakes.
- Prose from Dover will be the musical guests.
- Greg the Balloon Guy will be there
- Idea suggestions:
 - Vince Lattuca will contact dance company and Holly Mead to face paint
 - Other ideas: Banner with 10th season on it. This would be used until the end of the season. Banner can also replace banners located in the atrium and the front of the township building.
 - 10th season banners lining the driveway to the township building and on the parking lot lights in the front of the building. Vince will look into the price.
 - Vince Lattuca will contact Mark Barbee, mayor of Bridgeport, to find out how to get signs on state roads.
 - Two months before Opening Day, do a count down on the Farmers Market newsletter AND the township newsletter. See if the placement of the Farmers Market can be bumped up on the newsletter to look more prominent.
- The Farmers Market will continue to ask for food donations for the Upper Merion Cupboard. All donations will receive a UMFM bag.

- A possible giveaway at the market might be a 10th anniversary market bag. It could be given to only the first 50/100 patrons that come to the information stand.
 - All bags will have an insert of all vendors.

NEW BUSINESS:

- a. The Farmers Market Advisory board will hold a joint meeting with the Board of Supervisors on April 11 at 8:30 pm. This meeting is to update the BOS on the status of activities at the Farmers Market. Highlights could include the 10th season anniversary and the vision for UMFAM in the future. Eric Huhn will create a power point presentation.
- b. New Book Vendor. A book vendor asked if he could join the market. He sells used and new books. The consensus was no. However, he might be invited for Health and Wellness Day.
- c. New vendors for regular season. Vince Lattuca asked any request for new vendors.
 - Vince Lattuca reached out to Livengood Family Farm and to Mucho Bueno Food Truck but did not get a response.
 - Interests include: sausages, ice cream, early season fruit, pasta, cupcakes, prepared foods, salads, pickles.

STAFF LIAISON COMMENTS:

- a. Vince Lattuca will make a presentation to the Board of Supervisors at the May 16. This is two days before Opening Day.
- b. The Farmers Market has all musical acts booked until July. Vince is checking up on the availability of Larry Ahearn, John Costello, and bands from the community center.

BOARD LIAISON COMMENTS:

Tina Garzillo relayed that the UM citizens who will be helping in the search for a new township manager include Erika Spott and Linda Bemke. The retention basin at the township park is being cleaned up. The turtles were gathered up.

ADJOURNMENT:

It was moved by Lydia Dan-Sardiñas and seconded by Lauren Dare, all voting "Aye" to adjourn the meeting at 8:40 p.m. None opposed. Motion approved 5-0.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY