

UMFM Advisory Board Meeting  
September 17, 2019

The Upper Merion Farmers Market Advisory Board met for on September 17, 2019 in the Township Building. The meeting was called to order at 7:05 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 arrived later.

MINUTES

July 16, 2019 minutes were approved with a change of Township volunteer dinner to luncheon. Lauren Dare made the motion, Lydia Dan-Sardiñas seconded and the Board approved 4-0.

OLD BUSINESS:

- a. Sponsorship Update:
  - 2019 sponsors were Renewal by Anderson, James Hardy Siding, Perfect Pooch, Davies Tree Service, UGI Corporation
- b. Pop Up Market
  - King of Prussia Mall
    - Market started later than planned. Township did not sign agreement until planned first date.
    - KoP Mall only paid \$5000 instead of the \$10,000. This is due to the late start and cancellation of a market.
    - KoP Mall complained that there were no produce vendors. Vince explained that due to late season date, it would be difficult for a produce vendor to schedule in the Mall.
    - The Mall made no comments about a continuation into next year.
  - Suggested that UMFM could stage a Pop Up market at different locations within the township, i.e. Norview Farm – night market, Community Center
- c. Vendor Update
  - Baker will be returning
- d. Moishe's Pickles Sales Tax
  - Previous issue was that they were adding sales tax to product. It was not observed that it is still the case.

NEW BUSINESS:

- a. New Vendors
  - Nancy Garner – Jewelry vendor
  - Mimi will return but will not sell wine as a resell. She can sell jewelry and skin care products that she produces
  - Possible new vendor: Good Times Coffee Company put in an application.
- b. Special Events
  - October 12, Fiber Day/Fall Festival

- Fiber Day activities to include
- MaryAnn spinning and Lydia weaving
- It was suggested that Lydia sees if Mountain Laurel Yarn can come and vend
- Vince will see if the library knitting group can come and knit
- Vince to see if Norview Farms can lend us a goat
- Fall Festival activities to include
  - Apple cider and spice cookies to share
  - Fall pictures to color
  - pumpkin scavenger hunt with prizes
  - Giant Jenga
  - Face painting
- October 26 Spooktacular/Barktoberfest
  - Activities to include
    - Pumpkin decorating with Junior Optimist club. Vince will contact Kate Pietrowski and get pumpkins
    - Fall pictures to color
    - pumpkin scavenger hunt with prizes
    - Giant Jenga
  - Vince will put in newsletter and social media that UFMF will be collecting old towels/blankets/linens for animal shelters. All donations welcome.
  - Special vendors to include Perfect Pooch. Discussion held on should we offer more doggy vendors, Erika will see if Finding Shelter dog adoption organization will come
  - Lauren/Vince will see if a mobile grooming company can come.
  - Vince will remind vendors that children will be trick or treating to all vendors. Vendors to have treats.
    - Order of events:
      - Dog costume judging 11:00
      - Musical dogs 11:15
      - Children costume judging 11:45
      - Children/Dog parade 12:00
      - Trick or treating w/vendors 12:00
- No second Saturday event scheduled in November.
- c. 10 weeks left of regular season market. Information to be posted in newsletter.
- d. Dumpsters.
  - They are getting too close to the shed.
  - Vince put in a Request for Services for maintenance to put in a yellow line on pavement to alert waste haulers to keep trucks from moving too close to shed.
  - Maintenance must call waste haulers or let them know that they must follow instructions.
- e. Town Center Market
  - Philly Food Works is having a farmers market at the Town Center in the Village Saturday, September 14, 10:00-12:00.
  - It was determined that PFW is looking to promote their CSA membership.

STAFF LIAISON COMMENTS:

- a. Citizen Board Mixer was a success. ECDC will set up a calendar for next year's mixers.
- b. Reminder that there will be a Fall Park/Stream Clean Up

BOARD LIAISON COMMENTS:

- a. Vince will be out of town on October 12. He will make sure that the market duties will be done before hand. Sarah L will be in charge
- b. Holiday market and farmers market will start on the same day. Indoor or outdoor location TBD

ADJOURNMENT:

It was moved by Lydia Dan-Sardiñas and seconded Erika Spott by Board approved 5-0. Adjournment at 9:10 p.m.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD SECRETARY