

UMFM Advisory Board Meeting
November 19, 2019

The Upper Merion Farmers Market Advisory Board met on November 19, 2019 in the Township Building. The meeting was called to order at 7:09 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; Vince Lattuca, Farmers Market manager liaison; Tina Garzillo, UM supervisor liaison.

MINUTES

Approval of the October 15, 2019 minutes made by Lydia Dan-Sardiñas, seconded by Diann Poole, motion passed 4-0.

OLD BUSINESS:

- a. Special Events:
 - High winds during the market resulting in a tent breaking
 - Possible solutions to be discussed again next year
 - Vendors are not required to put up tents during the fall season
 - Bring the market inside during November
 - Barktoberfest/Spooktacular
 - More organization needed for both events
 - Change timeframe so that events will start 5-10 minutes later
 - Discussion needed on allowing children to Trick or Treat at any time or only during the parade?
 - Should have designated judges for costumes in both events
 - Should have designated prizes for both events

NEW BUSINESS:

- a. New Vendors
 - Food truck BB Kitchen & Grill will come for the Winter Market
- b. Chili Cook off
 - See if UMGA is willing to film the event
 - 11 entries - 2 vegetarian recipes and 7 meat with 2 venison recipes
 - Items to bring
 - 3-4 working power strips
 - Ballot box
 - Small size water bottles
 - 2 boxes of crackers
- c. Livelihood Turkey Pickup - Tuesday, October 22 from 4:00-7:00 pm
 - Indoor market in the atrium of township building
 - 9 other vendors intend on coming
- d. Holiday Village and Winter Market – December 7
 - Winter market has possible 12-13 vendors attending

- Vince will meet with GlenAnne & Paige from Parks and Recreation to coordinate efforts. P&R is in charge of the Holiday Village
- Police request that no vendor set up in front of communication center
- e. 2020 strategies for more vendors, more patrons, more community relationships
 - More patron traffic/community interactions
 - Have regular activities for patrons to do and hang out
 - Storytimes with the library
 - Coloring pages for children
 - More food to eat while at the market – food trucks?
 - Encourage advisory boards to come and talk about their boards
 - Community garden can come to give a demo on composting, seeding, etc.
 - Write in Facebook that we are looking for suggestions on community involvement
 - Create a community day
 - Have more demonstrations:
 - How to create a rain garden
 - Cooking demos on fresh veggies
 - How to make lip gloss
 - Have police come to fingerprint children
 - Have police come with k-Nine
 - Bike safety/community safety demo
 - Touch a Truck (Fire truck or ambulance)
 - Try and get animal shelters to come back
 - Get the schools involved
 - Instagram/Facebook - Tag us/Come to market and take a photo, and post it
 - Study other markets to see how they interact and grow with the community

SUPERVISOR LIAISON COMMENTS:

STAFF LIAISON COMMENTS:

- 2019 season statistics:
 - Car count 423 average for the season – no change from last year
 - Market money exchanged was \$4000. 2018 had \$2200 MM exchanged
 - Social media:
 - Instagram shows 150% more involvement
 - Twitter is slowly growing with more interest
 - Facebook has 3000 followers
- Discussion on cancelling December UMFM Advisory Board meeting. Board approved 4-0

ADJOURNMENT:

It was moved by Diann Poole and seconded by Lydia Dan-Sardiñas. Board approved 4-0. Adjournment at 9:46 p.m.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY