

2/18/2020

## Upper Merion Farmer's Market Advisory Board

### Order of meeting

- Pledge of Allegiance
- Roll Call—Attendees:
  - Eric Huhn, chair; Lauren Dare, vice-chair; Lydia Dan-Sardiñas, secretary; Diann Poole; Erika Spott, Vince Lattuca, Farmers Market manager liaison; Tina Garzillo, UM supervisor liaison.

### Vote for new Advisory Board Officers

2020 elected officers:

- Eric Huhn, Chairman; Lauren Dare, Vice Chairman; Diann Poole, Secretary

### Minutes approval

#### Old Business

- Winter Market
  - Avg. 13-15 vendors
  - A few new vendors pending
- Regular market starts: May 16th
- Progress on 2020 market strategies: reviewing previous discussions
  - Food trucks
    - BB Food Truck: expected to be a regular vendor at regular market
  - Story time with the Library
    - Considering moving venue down to the gazebo
  - Police may participate in market with finger painting and canine partners
- School Junior Achievement: may consider asking them to participate
- Workshops:
  - Making lip balm—vendor Balanced
    - Teaching 1 or more sessions during market season OR
  - Make a bird house— vendor Bernd Spott
    - 1-3 sessions during market season
- Musical talent—a good roster of talent lined up for the season
  - Possibly add an open mike day: open to multiple talent
- July 4<sup>th</sup>: question posed whether or not to have an open market—consensus is—yes
  - Possibly poll vendors to confirm their interest in participation
- February 27<sup>th</sup> at 6pm: Advisory Board mixer (Workhorse Brewery)

#### New Business

- Possibly have a pop-up market: mid-week: thoughts are Fridays are too close to Saturday
  - Henderson Norview Farm (Petrucci)
  - Community Garden Field
  - Community Center
    - Poll vendors about participating in pop-ups
- Possible Signs
  - Considering revisiting hanging a banner at Henderson Road, 202 or Ross Road—against PECO's concerns
  - Hang large #KOP sign at UMFM

- New Vendors: too early to confirm for regular market
  - Would like to include new fruit vendors (cherries, blueberries)
  - Bread vendor
  - Prepared food vendors—it would be nice to have more options
  - Solicit LeBus providing bread (pre-order) to sell at market
- Rules and regulations for vendor participation
  - Would like to enforce rules and regulations with vendors
  - Proposed—if vendors are announced in the newsletter—but are a no show—they must pay a penalty fee
  - All vendors should pay in advance—no more pay as you go
- Earth Day Event: April 18<sup>th</sup>
  - Parks and Recreation will manage market activity
  - Eight vendor spots allowed for UMFM—will be allotted by a first come, first serve basis
- Opening Day
  - Senior Band has a scheduling conflict (has an event earlier in the day)
    - Possible substitute: High School Band
  - MacDougall's Cake
  - Give aways
  - Face painter
  - No chicken BBQ
  - Free fries with purchase at BB Grill: UMFM pays for fries
  - Possibly have vendors participate with a give away of their products (samples)
- Meeting adjourned at 9pm