

7/21/2020

Upper Merion Farmer's Market Advisory Board-Revised

Order of meeting

- Pledge of Allegiance
- Roll Call—Attendees:
 - Eric Huhn, Chair; Lauren Dare, Vice-chair; Lydia Dan-Sardiñas; Diann Poole, Secretary; Erika Spott, Board Member, Vince Lattuca, Farmers Market Manager liaison; Tina Garzillo, UM Supervisor liaison.

Minutes approval

Old Business

- Regular market: COVID-19 is in the Green Phase
 - There are some concerns that some vendors are not wearing their protective masks or taking them off
 - It was suggested that all UMFM staff and volunteers should ask vendors who remove their mask to follow the guidelines and put their mask back on
- Cones are being used to designate boundaries
 - There is no request to change this

New Business

- New vendors
 - Barry Buns (cinnamon buns) — will be a regular vendor
 - Three Dogs Coffee — needs to obtain a food vendor license in order to offer coffee by the cup
- Health department has not been actively communicating with the market — therefore, have not provided much guidance in this current market season
 - UMFM is currently following the Parks and Recreation's guidelines
- Customer attendance
 - July 18 market had approximately 150 cars counted
 - Customer attendance has been difficult to track due to car counter malfunctions
 - May have to get a new car counter or may resort to using a hand counter in the interim
- Zucchini 500 Race was held as a virtual contest
 - Submissions were due by July 13
 - Winners were announced on July 15
- Norview Farms (the farm) was the main focus of discussion
 - Background: Previous tenant (Garden Center) decided to sell plants only during the Spring and Fall, which left the area vacant during the Summer
 - The farm considered possibly allowing a different vendor to sell plants
 - Parks and Recreation considered possibly using the farm as a summer camp
 - The farm is considering building a pavilion on the site
 - Township Manager Tony Hamaday proposed moving the UMFM to the farm in August or later in the season
 - Proposal is not a set decision — just a matter of conversation
 - A re-launch marketing campaign could be conducted to get customers excited about the new location

- Tina G and Tony H surveyed the site to determine the viability of new location
- During the second township meeting, it was noted that much of the farm has been cleared out
- It was also proposed that the UMFM could add evening hours
 - A few concerns for using this location was mentioned — limited or unavailable:
 - ❖ Electricity
 - ❖ Water
 - ❖ Wifi
 - ❖ Parking
 - Tina confirmed that some of the above utilities (electricity and water) has been resolved
- Other concerns were presented
 - Moving a business takes a lot of planning
 - Not including the Advisory Board in the planning meeting
 - Not conducting a customer survey to get feedback on moving the UMFM
 - Previous customer survey concluded that ~25% responders wanted to keep the current location — it was also noted that overall response was low
 - Traffic circulation and vendor setup
 - Possibly revisiting the moving the UMFM to the Heuser Park — phase 2 location
 - This location may allow for growth
 - A request was made that future planning should include a permanent structure for market administration and storage
- Proposal for proceeding with possible UMFM move
 - It was proposed to survey the vendors to get their input on the move
 - Look at pain points to determine ideal solutions
 - Need keep key players (market manager) and interested parties (advisory board) in the loop with Parks and Recreation to provide targeted input for functionality and expansion of UMFM
 - A document is created that outlines logistical concerns — prior to making decision to move the UMFM
 - Document would include:
 - What's feasible
 - Room for growth
 - Traffic concerns
 - Parking spaces
 - Utilities access
- Future virtual events
 - Halloween Parade/Photo Contest
 - Would need to consider challenges
 - Social distancing concerns effect on the event
 - Patrons may like the idea to bring back normalcy
- Supervisor Liaison Comments
 - Township news:
 - Peace demonstration will take place July 23, 6-8pm
 - ❖ Event (sponsored by Martin Luther King, Jr Committee): yoga, meditation, dedication of Social Justice Garden, speakers
 - The mercantile tax had previously been extended to July 15

- PennDOT is creating a Regional Traffic Command Center in Upper Merion
- Glasgow project has been approved
 - ❖ Single and detached houses will be built
- BCA: resolution guidelines for awards will be moved to September; the resolution will now annually allow 2 application opportunities instead of just one
- Best Western will be torn down and rebuilt as a five-story building
- Double Tree has been rebranded as Alloy
- Staff Liaison Comments
 - Emails local apartment building associates and sales contacts response was very low
 - Would like to place posters (promoting UMFM) in lobbies to help promote market
- Meeting adjourned