

UMFM ADVISORY BOARD MEETING

January 19, 2021

The Upper Merion Farmers Market Advisory Board Reorganization meeting took place on January 19, 2021 via WebEx. The meeting was called to order 7:03 p.m. followed by the Pledge of Allegiance.

ROLL CALL:

Present were Eric Huhn, chair; Lauren Dare, vice chair; Lydia Dan-Sardiñas; Erika Spott; Brian Sells, Farmers Market manager liaison; Tina Garzillo, BOS liaison.

REORGANIZATION OF FARMERS MARKET

- Lydia Dan-Sardiñas was appointed temporary chair and opened the meeting with nominations for chair.
- Erika Spott was nominated for the position of 2021 chair. Prior to voting Ms. Spott requested a discussion on certain procedural and substantive issues to be considered before she would accept the nomination. The issues raised by Ms. Spott were discussed and debated by the Board and Ms. Spott accepted the nomination. No additional nominations for chair were presented and Ms. Spott was elected chair by a vote of 3, with 1 abstention.

Ms. Spott took over the meeting as chair and accepted nominations for vice chair and secretary.

- Eric Huhn was nominated as vice chair and; upon motion and voting, was unanimously elected by all voting members of the Board.
- Lydia Dan-Sardiñas was nominated as secretary; and upon motion and voting, was elected by a vote of 3, with one abstention
- A motion was made and unanimously passed that UMFM Advisory Board meetings would continue on 3rd Tuesday of each month.

MINUTES:

- November 2020 minutes were amended during the January meeting to clarify the report on Giving Saturday and Small Business Saturday

OLD BUSINESS

- Winter Market – 8 vendors were present at the first January market.

FARMERS MARKET RESTRUCTURE/NEW BUSINESS

- Vince Lattuca was laid off from his role as Market Manager due to budgetary cutbacks. It was unanimously agreed that Mr. Lattuca did an outstanding job as Market Manager.
- Parks and Recreation formed a 3-person committee to run the farmers market.
- Brian Sell, assistant program director of P&R, will be market manager as well as liaison to the Advisory Board. Paige Wildasin will be in charge of social media, Evan Patrick will help out at the market
- Paige has already contacted vendors of the restructuring of market and did other UMFM duties
- Brian will keep the Board apprised of any updates to registrations, amendments in the rules and regulations, fee changes, new vendors and other changes as they occur. Streamline market possibly use Community Pass.
- The Board expressed willingness with Brian on helping to make the market better.

- Ms. Spott recommended there be a brainstorming session before the February 16 Advisory Board meeting to discuss new ideas for the market and enhancement of existing programs, such as integration of activities/entertainment at the market with P&R programs, police, library, etc.
- Additional areas of review included:
 - Look into extending the vendor list via Penn State Extension services, PASA Pennsylvania Association Sustainable Agriculture, word-of-mouth from other vendors
 - Welcome new vendors with meeting
 - UMFM will continue to have a Saturday worker with the possibility of adding another seasonal worker. The Volunteer List will need to be revised.
- P&R/UMFM must look into more media coverage beyond the Newsletter by enhancing and promoting more on Instagram, Facebook, and Twitter.
 - Some ideas presented were
 - to have a countdown to Opening Day on both our Newsletter and the township newsletter
 - Write about what is in season
 - Let customers know what the vendors will be bringing to market on a specific date
- Have a questionnaire/survey from vendors/patrons asking for ideas
- Opening Day of the market would be May 15 with a 28 week summer schedule.

STAFF LIAISON COMMENTS:

Brian Sell is looking forward to being the manager as well as working with the Advisory Board.

BOARD LIAISON COMMENTS;

- Tina Garzillo discussed employee layoffs and early retirements.
- Discussed changes in Upper Merion with the Bio field Industry moving in. It shows that the township is viable.
- The school district will hold their annual Martin Luther King celebration with a virtual event Thursday, January 21. A day of service was held Monday, January 18. Residents were encouraged to help pick up trash along designated routes within Upper Merion. Gloves, safety vests and trash bags were provided.

ADJOURNMENT:

Meeting was adjourned at 8:55 pm.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY