

## UMFM ADVISORY BOARD MEETING

March 16, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on March 16, 2021 via WebEx. The meeting was called to order 7:04 p.m. followed by the Pledge of Allegiance.

### ROLL CALL:

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

### MINUTES:

- February 2021 minutes were amended and approved.

### OLD BUSINESS

- Status of Winter Market – Vendors approved the extension of market hours to 1:00. Evan observed more patron traffic. New cupcake vendor, June Bug, started.
- Social Media – Public Information Office (PIO) informed Parks and Recreation Dept. (P&R) that P&R could not have direct access to Facebook and Instagram. Tina will look into changing access to P&R. Erika will talk to Dawn about UMFM's twitter account. Once P&R is in charge of social media, Brian will look into how to track traffic flow. This includes how many people look for the account, how long one looks at the account, etc.

### NEW BUSINESS

- Special Events for the Year
  - Opening Day celebration – Newsletters will start a countdown on 50<sup>th</sup> day before the start of the market. Brian will see if the Farmers Market can have a more prominent place on the Township E Newsletter. On Opening Day P&R working to schedule John Costello – musician; Fairy Hair vendor; Kona Water Ice but if not available then Pertrucci's Ice Cream; fun field events – corn hole and more. Brian is looking into seeing if UMFM's dessert vendors would be willing to donate or at a reduce cost to supply birthday cake.
  - Family fun Day – scheduled for June. Events to include: DJ & Karaoke, Princess and Super Hero attraction, beer garden, food trucks and other fun filled events. P&R and UMFM will work together to make this a fun filled day.
  - Musicians – Paige has 20 weeks already scheduled.
  - BOS joint Meeting with UMFM scheduled for 4/22 (8:30) – This is a joint hybrid meeting with only the chair, vice chair and liaison present. Erika, Eric and Brian will make the UMFM presentation. A 6:30 March 31 Zoom meeting is scheduled to plan what will be presented at the meeting. Presentation to include: understanding the transitions of the market by comparing the two previous years to the present (pre-covid, covid, post-covid), goals to progress to pre-pandemic conditions or better and anticipation of the future. Eric will make the power point.

STAFF LIAISON COMMENTS:

- Paige and Brian conducted research on ways to govern farmers market. They have visited two Farmers Markets: Downingtown and Bryn Mawr. With this information, Paige has been sending out applications to multiple vendors. To date 13 vendors have signed up for the season. In addition, Paige has scheduled 4 food trucks on a rotating basis of three weeks each.
  - A discussion followed of having more produce vendors. Erika will contact Livengood Family Farms to see if there is any interest of returning to UMFM
- Brian commented that this is his and Evan's busy time for scheduling summer camps, Consortium for the Arts as well as production of a program guide for P&R. Brian will continue to liaise at UMFM board meetings. Paige will be the point person and focus her attention on market events such as getting vendors and planning events. At the start of summer Brian and Evan will return to a more prominent role in the market.

BOARD LIAISON COMMENTS:

Tina phoned Tony Hamaday, township manager, who will contact PIO office to allow P&R to take control of UMFM social media. Tina reported that P&R was recognized for the implementation of Shape program at the UM Community Center (Thank you Brian!) Upper Merion Township was also recognized by The Arbor Day Foundation as a Tree City USA.

ADJOURNMENT:

Meeting was adjointed at 8:19 pm.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD  
SECRETARY