

UMFM ADVISORY BOARD MEETING

April 20, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on April 20, 2021 via Zoom. The meeting was called to order 7:13 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; Beth Davis; Brian Sell, Farmers Market manager liaison; Tina Garzillo, BOS liaison.

MINUTES:

- March 2021 minutes were approved.

OLD BUSINESS:

- Winter Market – There is a three week gap between the end of Winter Market (April 24) and Opening Day (May 15). Brian is in negotiations with Spring Creek Farm to allow them to come for one more Saturday (May 8) by themselves.
- Livengood Family Farm – The market would like to have another weekly produce vendor besides Peach Bottom Farm. All other specialty produce vendors are either bi-weekly or monthly. Erika will contact Dwain Livengood to see if he would be willing to do pre-order sales and drop off the orders at the market. UMFM will be in charge of getting the orders picked up.

NEW BUSINESS:

- Welcome to new UMFM Advisory Board member, Beth Davis. She is a member of the Library Board of Directors. Beth's training was in nutrition and will be willing to write in some Nutrition tips in the newsletter.
- Discussion of upcoming BOS joint meeting with UMFM scheduled for 4/22 (8:30 pm). This is a hybrid meeting with only the chair, vice chair and liaison present. Erika will not be present at the meeting but will conduct the Farmers Market presentation via Zoom. Eric Huhn and Brian Sell also will speak during the presentation.
 - The Advisory Board did a review of the presentation: Sustainability in Challenging Times. It was decided to focus on presenting UMFM efforts from start of market to 2021. Presentation to include mission statement, synergy with Parks & Recreation, marketing strategies, sponsorships, data collection, emphasis on retaining loyal vendors as well as attracting new vendors. We will show how the Farmers Market adapted to Covid restrictions and made up regulations. Brian will present a list of possible events.
- Opening Day – There will be a total of 16 vendors with a mixture of both new and old as well as Capt. Chucky's food truck.

- Part of the Opening Day celebration will include John Costello playing guitar, Pertrucci's water ice, and fairy hair attachments for children (and adults). Early birds may receive Habit Burger coupons, watering cans, clay pots and seed packets.
- Marketing is vital and should include a Count Down to Opening Day. This would/should daily/weekly information on Farmers Market Facebook and Instagram as well as the Township Facebook. Banners will be erected in front of the Community Center as well as the Township building. Lawn signs were already put up in various locations around the township.

STAFF LIAISON COMMENTS:

Brian commented that Paige has been working hard on updating the newsletter. She has added spot for vegetable of the month which includes a recipe on that particular vegetable.

BOARD LIAISON COMMENTS:

Township is revising their website to allow for more interfaces with the public. This will allow for more accessibility of information. Township will have a Ballot Box installed in front of the township building for Primary Voting Day, May 18.

ADJOURNMENT:

Meeting was adjourned at 9:10 pm

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY
BOARD SECRETARY