

UMFM ADVISORY BOARD MEETING

July 20, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on July 20, 2021. The meeting was called to order 7:05 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:

- June 2021 minutes were approved.

OLD BUSINESS

- Zucchini 500 –It was agreed that it was successful venue with many children being repeat contenders. Winners will be posted with pictures in the Newsletter, Facebook and Instagram.
 - Event is complicated and needs advanced planning and documentation to ensure further success.
 - Before the event all decisions should be made and a checklist used to ensure that everything is in place.
 - List to include checking wheel kits to ensure that the wheels, wheel caps and axles are all the appropriate size; having certificates made out so the only thing needed to fill out would be the winner's name; making sure that there are markers and clipboards are available.
 - Decision and follow through on where wheel kits would be sold: the information booth or at the Zucchini 500 area. If done within the Z500 tent, there should be a cash box with change and volunteers trained on how to handle money.
 - Decorating and making racers at the tent: decorations should be in buckets, trash bags should be available, and have a volunteer to help keep things organized. A discussion was held on how to have/make a safe boring tool to place axles within a zucchini.
- Market procedures – it was felt that there was a communication disconnect/breakdown somewhere on the day to day running of the market that should be discussed.
 - The question was posed to Brian S. of what was the role of the Parks & Recreation (P&R) employees and the running of the Saturday Market.
 - The P&R team is comprised on three individuals with distinct duties: Brian S. to liaise with the UMFM Advisory board and be in charge of Facebook; Paige W. to liaise with vendors and plan all pre-Saturday duties to ensure that the Market runs smoothly; and Evan would not have any administrative duties but be on site for Saturday set up and breakdown. All three employees would rotate being at the market and communicate within their team on Market success.

- Discussion followed on the effectiveness of managing the Saturday market. This included the physical running to the market as well market vitality. Further discussions will continue at a later date.

NEW BUSINESS

- Health and Wellness Day – September 11. This event will be looking for vendors that will promote a healthy and well environment.
 - These include having some free activities TBD and a nutritionist. Other booth suggestions included possible involvement with the police dept concerning family fingerprint IDs for parents, a Medicare information booth, a Mainline Health wellness check, and CHOP to bring their mobile van.
- Doggy Day in August – Paige is planning this event.
- Beth asked if plastic bag usage can be lessened at the Farmers Market. Discussion followed on how well this would be received by some vendors and customers. UMFEM could provide or sell recyclable bags. Cost of purchasing and printing of bags would need to be pursued. A suggestion was made to see if Don Herbert from PIO/TV Services could create a public service announcement about the overuse of plastic bags and to use more recyclable bags. Another suggestion was to partner with the EAC to aid in finding a solution.
- Market money - It was suggested that the vendors and customers need more awareness of the use of market money. Signs denoting the use of market money should be displayed on the end tables, information booth and picnic tables at the market

STAFF LIAISON COMMENTS:

- Brian's comments are interspersed within each discussion.

BOARD LIAISON COMMENTS:

- Several restaurants are opening up. A Japanese Steakhouse will open up in the old Champ's location. The KoP Diner, a 24 hour diner and bar, will have an opening soon.

ADJOURNMENT:

Meeting was adjourned at 9:00 pm.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD
SECRETARY