

UMFM ADVISORY BOARD MEETING

September 21, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on September 21, 2021. The meeting was called to order 7:03 p.m. followed by the Pledge of Allegiance.

ROLL CALL:

Present in person were Erika Spott; chair; Eric Huhn, vice chair; Lydia Dan-Sardiñas, secretary; Evan Patrick, Farmers Market team member. Present via Zoom were Lauren Dare; Paige Wildesin, Farmers Market team member and Tina Garzillo, BOS liaison. Not present was Beth Davis.

MINUTES:

- August 2021 minutes were approved.

OLD BUSINESS

- Health and Wellness Day (H&W) – It was agreed that it was a successful venue for all vendors. H&W vendors were interspaced with regular vendors. This helped to have customers interact more with all vendors. Special vendors included DeStolfo's Premier Martial Arts, Excel Therapy, Simplex Wellness, Spay and Save, Inc, Upper Merion Dance and Gymnastics Center, Upper Merion Police focusing on bike safety. Some Vendors reported that many people signed up for more information. Spay and Save reported that two adoptions were pending from exposure at the market.

NEW BUSINESS

- Statistics were presented on number of cars and Market Money sold per Saturday. It was concluded that events bring in more people.
- Spooktacular/Barktoberfest - Tina Garzillo will be the point person for Spooktacular and Lauren Dare will be the point person for Barktoberfest.
 - It was established that UMFM P&R team will run the market and UMFM Board will run the special events. Paige and Brian will alternate helping out with the special events to become cognizant on how to run the events.
 - Time schedules for events will be discussed at planning meeting.
 - Tina mentioned that possibly more children will come to the market as Trunk or Treat (courtesy of Police Dept.) has been canceled for this year. More information will be gathered.
 - Junior Optimist Club (middle school students) will help out with the pumpkin decorations. Paige has contacted Wegman's for possible donation of small pumpkins.
 - For planning purposes pre/post meetings for special events are scheduled. October 5 via Zoom at 7:00 for post/pre meeting on Health and Wellness/Spooktacular and Barktoberfest, November 9 for post/pre meeting on Spooktacular/Chili cook-off.
- To be discussed and finalized at future meetings
 - Chili Cook-off is the final event for UMFM. Time frame includes 9:00 set up/ drop off, 10:00 start of tasting, 12:00 end time, 12:30 judging.

- Month of November is called November Giving. We are making it local by providing linens, blankets and other supplies for animal shelters, food donations for the Community Cupboard and clothing and household goods possibly for Bridgeport residents.

STAFF LIAISON COMMENTS:

- Paige's comments are interspersed within each discussion. Discussion on a common email address that the Manager of the Day can know if a vendor is not coming. The Information Booth has a green bag with cell phone in it. It was agreed to ask Don Herbert (Acting Head of PIO) to make the market more prominent in upcoming newsletters.

BOARD LIAISON COMMENTS:

- State has enacted Act 65 which puts an emphasis on making meetings more transparent by posting meeting agendas electronically and physically before meeting to start.
- ECDC/P&R will be co-hosting Small Business Saturday on November 6. A job fair is planned on the lower level. Application process has yet to be determined. Clara Martis will be point person from ECDC.

ADJOURNMENT:

Meeting was adjourned at 8:26 pm.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD
SECRETARY