

UMFM Advisory Board Meeting

August 1, 2018

The Upper Merion Farmers Market Advisory Board met for a special Meeting on August 1, 2018 in the Township Building. The meeting was called to order at 6:15 p.m. followed by a pledge of allegiance.

ROLL CALL:

Present were: Eric Huhn; Lauren Dare; Lydia Dan-Sardiñas; Vince Lattuca, Farmers Market manager liaison; and Tina Garzillo, Board of Supervisors liaison.

UPPER MERION FARMERS MARKET ADVISORY BOARD REORGANIZATION FOR 2018

Vince Lattuca opened the floor for nomination for Chairman of the UMFM Advisory Board for 2018.

It was moved by Eric Huhn, seconded by Lydia Dan-Sardiñas to appoint Lauren Dare as Chairperson, Eric Huhn as Vice Chairperson and Lydia Dan-Sardiñas as secretary. Motion approved 3-0.

NEW BUSINESS:

New Website:

Vince Lattuca informed the Board that a new website was being developed for the Farmers Market. The website will keep the same name: UpperMerionFarmersMarket.org but interested individuals would be redirected to the Upper Merion Township website. The Farmers Market will have a tab on the Township site. This was being implemented as the Farmers Market is a township entity and should be directly linked or tabbed with the township site.

CBD Oil Vendor:

A discussion was held concerning whether to accept CBD (Pure 4 life Company) as a new vendor. CBD is a company based in Wayne, PA which makes creams and oils to alleviate pain. The Farmers Market rules allows vendors to use raw materials from outside the 100 mile limit but the processing and packaging of goods must be done locally. Vince Lattuca will check to see if this is the case. A provisional approval was granted if the product was packaged locally.

New Farm Vendor:

Vince Lattuca stated that Harrcastle Farm of Lancaster, PA wished to join the market. They would be the 5th farm at the market. Harrcastle Farm would provide produce as well as fruits. A discussion followed as to the viability of having too many produce vendors at the market. It was suggested that Vince Lattuca call the farm to see if they would be willing to bring only fruit for the 2018 regular season, be a 2018 winter market vendor or wait until the 2019 season.

New Food Truck:

Vince Lattuca introduced the Thetotcart, a gourmet tater tot food truck, as a new addition to the market. After reviewing their menu, it was suggested that a breakfast item should be added to the menu. Many of the patrons come too early for lunch and would appreciate a breakfast.

New Volunteer shirts:

Farmers Market Advisory Board

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A discussion was held if new volunteer shirts should be ordered. Prices were discussed as well as style and color. Vince Lattuca is to ask volunteers if they wished to have a new shirt. It was decided that volunteer badges would be made.

Sponsorship package:

The committee was informed that the township is looking into sponsorship packages for different departments within the township. This would include UFMF, Parks & Recreation, the library, and other departments. Gerri Vattimo, UM marketing coordinator, produced a sponsorship form. The UFMF advisory board will edit and suggest changes to the form.

Volunteer shifts:

Volunteers will be asked to sign up for specific Saturday shifts:

7:30 a.m. -9:30 a.m. set up

9:00 a.m. – 11:00 a.m. booth duties

11:00 a.m. – 2:00 p.m. booth duties and clean up

Community Service Volunteers and Hours:

A discussion was held that the Farmers Market may get Community Service Volunteers. The hours will be for set up and break down: 7:30 a.m. – 9:30 a.m. and 12:30 p.m. – 2:00 p.m.

Additional items:

- Lauren Dare will look into getting more animal organizations to come. It was discussed that since we are providing a free table that the organization can help set up and break down the area.
- Specific points in the Farmers Markets Rules were discussed. Dogs must be leashed at all times. Riding a bicycle through the market is not allowed. Bicycles must be walked. Vince will look into the possibility of getting more trash cans or cardboard boxes for trash.
- A discussion was held on having at the Market a designated table for township community service non-profit organizations. Each organization could sign up for a week at the market. Further discussion on how to implement this will be held at the next Board meeting
- Social Media posts were discussed. As members of the Board, we are not allowed to make respond to comments about the Farmers Market on Social Media.
- It was suggested that at the next meeting, the Board should discuss marketing.

STAFF LIAISON COMMENTS: Vince Lattuca commented that the weekly car count is up.

BOARD LIAISON COMMENTS: Tina Garzillo suggested that Vince send a Farmers Market Update to the Board of Supervisors.

ADJOURNMENT:

It was moved by Eric Huhn, seconded by Lydia Dan-Sardiñas, all voting “Aye” to adjourn the meeting at 9:30 p.m. None opposed. Motion approved 3-0.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY