

UMFM Advisory Board Meeting
September 18, 2018

The Upper Merion Farmers Market Advisory Board met for on September 18, 2018 in the Township Building. The meeting was called to order at 7:05 p.m. followed by a pledge of allegiance.

ROLL CALL:

Present were: Lauren Dare, chair; Eric Huhn, vice chair; Lydia Dan-Sardiñas, secretary; Vince Lattuca, Farmers Market manager liaison; Tina Garzillo, Board of Supervisors liaison; and guests Susan Lewis and Bill Lewis.

MINUTES

August 1 minutes were approved. Lydia Dan-Sardiñas made the motion, Eric Huhn seconded and the Board approved 3-0.

OLD BUSINESS:

Edited Sponsorship Packages:

Vince Lattuca reminded the Board that The Upper Merion Township Foundation (non-profit branch of the township) is producing Sponsorship packages for different departments within the township. This would include the Farmers Market, Parks & Recreation, the library, and other various departments. The Sponsorship packages are designed to replace continuous request for donation letters to the same companies being hit up by organizations within the township. A copy of the sponsorship package for UMFM was sent to each UMFM advisory Board member. The Board members are asked to edit and to suggest changes in the copy before the next Advisory Board meeting in October.

New Website Update:

Vince Lattuca informed the Board that the website, UpperMerionFarmersMarket.org will be linked to the Upper Merion Township website. This was being implemented as the Farmers Market is a township entity and should be directly linked or tabbed with the township site. Vince assured the Board that content will remain the same.

NEW BUSINESS:

October Activities:

For the month of October, the Farmers Market will have their Market Pumpkin Scavenger Hunt. Peach Bottom Farms will be asked to supply the pumpkins.

The Board suggested that Vince Lattuca combine Halloween and Barktoberfest to be on the same day, October 27. Possible activities to include for children: Halloween parade, best costume, trick or treating among vendors and possibly games. Tina Garzillo will ask Optimist club if they will continue with the pumpkin decorating. Possible Barktoberfest activities to include: musical dogs, best trick/stupid trick, best costume, trick or treating among vendors. Other activities could include dog massages, a kissing booth, and Halloween pictures for both children and dogs. Susan Lewis offered to have custom-made frames for photographs. Vince must tell her the size needed.

The Second Saturday event will be a combined Harvest Festival/Fiber Arts Day. Suggested activities for the Harvest Fest include the Pumpkin Scavenger Hunt and making corn husk dolls. Vince will ask Peach Bottom Farm for corn husk as well as Jack Be Little Pumpkins. Paul Chow and Sarah Lattanze will be asked to help make the dolls. For Fiber Fest, MaryAnn Ahearn will spin and Lydia Dan-Sardiñas will weave. Mountain Laurel Yarns will come. Their wool is from farms in the eastern part of Pennsylvania. Prado de Lana sheep farm moved to Vermont so are unavailable to attend. Vince is looking to find someone who has sheep to come to the market.

Special Pop Up Market for turkeys on November 20:

Livengood Family Farm will have a special pop up market to accommodate their filling out prepaid turkey orders. Vince will remind them that they need to park on the second level if they wish to use the electricity outlets. They will need to supply their own power cords as well. It was not determined if UFMF will provide any advertising for Livengood Family Farm as this farm is not part of the seasonal market.

Philly Farm & Food Fest (Oct 28 at the Navy Yard):

Tina Garzillo, Eric Huhn and Lydia Dan-Sardiñas indicated interest in going to the PFF&F. Vince Lattuca will look into purchasing tickets.

Additional Business:

Dog Shelters: Vince Lattuca has contacted many dog organizations with no responses. The Board discussed our current rule of no adoptions are allowed at the market. It was suggested that we find out why this rule is in place. In addition, some shelters sell products while others are not allowed. The Board must standardize this ruling.

STAFF LIAISON COMMENTS:

Vince Lattuca commented on the food trucks that were scheduled to come.

BOARD LIAISON COMMENTS:

Tina Garzillo relayed that the Board of Supervisors appreciated the Farmers Market Update and she suggested that an update be sent each month. Tina Garzillo suggested that Vince make a presentation on the December 20 public meeting of the BOS meeting. The presentation should highlight the positive growth of the Farmers Market. The presentation should include a slide show of special events, car count, new vendors and comments from the public.

ADJOURNMENT:

It was moved by Eric Huhn, seconded by Lydia Dan-Sardiñas, all voting "Aye" to adjourn the meeting at 9:00 p.m. None opposed. Motion approved 3-0.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY