

UMFM Advisory Board Meeting  
October 16, 2018

The Upper Merion Farmers Market Advisory Board met for on October 16, 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; Diann Poole, Vince Lattuca, Farmers Market manager liaison; and Tina Garzillo, Board of Supervisors liaison.

MINUTES

September 18 minutes were approved. Eric Huhn made the motion, Lydia Dan-Sardiñas seconded, Diann Poole abstained as a new member, and the Board approved 3-0.

OLD BUSINESS:

Edited Sponsorship Packages:

Lauren Dare sent in her corrections. It was felt that the proposed sponsorship package should be compared to other packages offered by other townships.

Spooktacular & Barktoberfest:

The festivities will be held at the October 27 market. On Facebook 40 people RSVP'd.

Dog Costume Judging 11:00

Musical Dogs 11:15

Kid Costume Judging 11:45

Kids and Dogs parade 12:00

Children activities will include Optimist Club pumpkin decorating and coloring all day.

It is possible that four dog vendors will be available: Metro Vet, Brookline Shelter, Finding Shelter, and KOP Vet.

Manna will participate.

NEW BUSINESS:

Chili Cook Off

A discussion was held since there will not be a scheduled UMFM meeting before this event next month.

Posts need to go in newsletter, Facebook, and website.

A new Application should be written to include the warning about crock pot failure.

Items needed for the Cook Off: 3 Power Strips, 2 boxes of crackers, 2 cases of small bottles of water, paper bowls, plastic spoons, ladles for crock pots, napkins, pens/ballots, table cloths.

New signage

New signage is needed for the front roadway. It was noted that the plastic signs are wearing out. Vince Lattuca will research and purchase the signs. Eric Huhn requested that when

placing the signs to only put out the signs that are relevant to what is being sold at the market that day.

#### Winter Market

The Winter Market will move indoors to the front of the township building either in the lobby or in Freedom Hall. Vince will be looking into factors such as space and visibility. The hours will continue to be 10:00-12:00 and every other Saturday. Suggestions were given on possible expansion of market including music from the high school, more arts and crafts. Marketing promotions must include that it is indoors.

#### STAFF LIAISON COMMENTS:

Vince Lattuca will give the Board of Supervisors the 4<sup>th</sup> quarter progress report. The 2018 UMFM beat last year's total in many areas: more cars, more vendors, more Instagram followers and readership have increased.

The first Winter Market (10:00-12:00) will be combined with the Holiday Village (12-3:30). Vince will work with Gerri Vattimo from marketing to ensure that our vendors do not have to move from their locations. Any vendor not wishing to stay for the Holiday Village may leave at 12:00.

Vince Lattuca reminded everyone that the Volunteer Appreciation Luncheon will be held on Nov 4 at Maggiano's.

#### BOARD LIAISON COMMENTS:

Tina Garzillo updated the Board on events occurring in the township.

#### ADJOURNMENT:

It was moved by Lydia Dan-Sardiñas, seconded by Eric Huhn, all voting "Aye" to adjourn the meeting at 9:12 p.m. None opposed. Motion approved 4-0.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD  
SECRETARY