

UMFM Advisory Board Meeting  
November 20, 2018

The Upper Merion Farmers Market Advisory Board met on November 20, 2018 in the Township Building. The meeting was called to order at 7:08PM followed by the pledge of allegiance.

ROLL CALL:

Present were: Lauren Dare, chair; Eric Huhn, vice chair; Erika Spott; Diann Poole; Vince Lattuca, Farmers Market manager liaison.

MINUTES

October 16 minutes were approved. Lauren made the motion, Seconded by Eric, all voting "Aye". Erika abstained as a new member, and the Board approved 3-0.

OLD BUSINESS:

Edited Sponsorship Packages:

Vince 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.

Signage for Next Year:

Vince informed the board that new lawn signs would be ordered in April of 2019. Erika suggested looking into banner signs that could go over township roads – similar to ones seen in Bridgeport Borough. Vince agreed to work on banners over the next several months; he also noted they would be a great sponsorship opportunity for the market.

Indoor Winter Market:

Vince informed the board at the October 16 meeting that the winter market was moving inside the township building. Vince added that the final location would be around the upper level atrium and that the hours would be extended from 10:00AM to 12:00PM to 10:00AM to 1:00PM.

NEW BUSINESS:

Special Events for Next Year:

Vince asked the board to think about special events that they feel need to be retooled. Erika suggested moving Family Fun Day from August to June – with the possible elimination of an August special event. Vince added a board game and puzzle swap would be a fun addition to Family Fun Day. Erika also suggested reaching out to CHOP's (Children's Hospital of Philadelphia) Mobile Safety Center for next year's Health & Wellness Day. It was also agreed on that the market will have more of a presence at next year's Earth Day Festival in April 2019.

10 Year Anniversary Planning:

Vince suggested a pre-event/planning meeting in February or March to begin planning the Opening Day (May 18) Market – as it marks the beginning of the market’s 10<sup>th</sup> season.

**Additional Items:**

Edits to the rules and regulations for weather were brought up by several members of the board. It was agreed on that weights must be on tents at all times – regardless of weather. Also, that the market has the authority to instruct vendors to take down their tents on extremely windy days – for liability reasons. It was also agreed on that new weights for UMFM tents should be purchased for the 2019 season. Vince suggested that the rules and regulations add a protocol for thunder and lightning – this will be discussed further in February or March. Diann suggested that the volunteers be emailed the market map on Friday so everyone has the map on Saturday morning – Vince agreed. Diann also suggested a community-wide campaign and booth at the market to encourage eating local and organic.

**STAFF LIAISON COMMENTS:**

Vince commented that customer traffic was higher than the 2017 season – 19 of the 27 Saturdays. Vince also thanked the board for all their help with the regular season market.

**ADJOURNMENT:**

It was moved by Lauren, seconded by Eric, all voting “Aye” to adjourn the meeting at 9:00PM None opposed. Motion approved 4-0.

VINCE LATTUCA  
FARMERS MARKET STAFF LIAISON