

UMFM Advisory Board Meeting
March 19, 2019

The Upper Merion Farmers Market Advisory Board met for on March 19, 2019 in the Township Building. The meeting was called to order at 7:10 p.m. followed by a pledge of allegiance.

ROLL CALL:

Present were: Eric Huhn, chair; Lauren Dare, vice chair; Lydia Dan-Sardiñas, secretary; Diann Poole; Vince Lattuca, Farmers Market manager liaison.

MINUTES

February 19, 2019 minutes were approved. Lauren Dare made the motion, Diann Poole seconded and the Board approved 4-0.

OLD BUSINESS:

- a. Final Sponsorship Packages:
 - The draft of the Sponsorship package was reviewed. More changes were suggested on the first paragraph.
 - Amanda Conlan from the POI department will make the changes to the layout.
- b. Final Survey Questions
 - It was suggested to delete the question concerning hours change.
 - Need to clarify that the Survey will be for future references. No changes will be made this season.
 - Survey would be placed at the bottom of the newsletter and Facebook.
- c. Table fee increase
 - UMFM increased fee for Partial \$7 and \$14 for full season vendor
 - No complaints from the vendors
- d. Banners, light poles and special 10th season logo
 - The police advised to not put a banner over Rte 202 or over Henderson Road. Alternative may have a banner near Ross Rd.
 - Banners will be placed on the light poles in the Township building parking lots. The poles already have brackets so we just need to get the banners. Banners will have our regular logo and not the 10th anniversary logo. Vince thinks that it would cost approximately \$1,000
 - Suggestion to contact Lafayette Ambulance to put in Opening Day information on their message box.
 - Amanda Conlan will work on the 10th anniversary logo to prepare it for publication.
 - Logo to be printed on bags
- e. Opening Day Celebration
 - The new season will start on May 18th.
 - Birthday cake Irish Victory Cakes.
 - Entertainment: UM Senior Band will be musical guests, Greg the Balloon Guy and Holly Mead
 - Swedesburg Fire Company Chicken Barbecue
 - Still to do
 - Make Market Money
 - Order veggie and fruit signs for front of township building

- Before Opening Day, do a count down on the Farmers Market newsletter AND the township newsletter.
 - Look into having a hand wash station for special events (Chicken barbecue).
- f. Joint meeting with BOS
- The Farmers Market Advisory board will hold a joint meeting with the Board of Supervisors on April 11 at 8:30 pm. This meeting is to update the BOS on the status of activities at the Farmers Market. Highlights could include the 10th season anniversary and the vision for UMFM in the future. Eric Huhn will create a power point presentation but all members are required to take part in speaking.
 - Highlights to include
 - Mission Statement
 - First full season under Township supervision, recap of summer market. Include car count and vendor count
 - Winter Market – went from outdoor to indoors with participation from 3 to 13 vendors
 - Special Events
 - Plans for 10th season Opening Day celebration
 - Push for sponsorship package, new vendors and volunteers

NEW BUSINESS:

- a. Pop Up market at King of Prussia Mall
- Gerri Vattimo was approached by Simon of KoP mall. Kathy Smith, director of Marketing, is interested in putting together an 8-10 week, Friday day Pop Up of UMFM at the Mall. The location would be in front of Neiman Marcus, Grand Lux and Mistral outdoor area.
 - It was requested that Vince would be the contact person. He would need to get all vendors as well as be at the mall to insure that all goes well. The Mall will not pay him.
 - A COI from township must be provided.
 - It is a busy intersection, No vendors would be allowed to pull up to unload. No dollies provided.
 - Tents and tables will be provided however, vendors must keep the area clean.
 - No vendor can sell items that would compete with retail sales of the mall (no jewelry, cookies, juice, tea, etc)
 - What we get - Advertising and promotion of UMFM at the Mall
 - After discussion, the Board request more information. Vince is to contact Kathy Smith.
 - As of now, we cannot see the value to this proposition: we pay for COI, Vince works for free. Time frame is too short to find vendors interested in going. etc
- b. Bag design Contest
- Decision was made to not have a bag design contest. Too many factors are involved; there is a possibility that none of the submitted designs are usable.
 - Instead possible montage bag made of tyvek material will be produced and sold.

STAFF LIAISON COMMENTS:

- a. Vince Lattuca will make a presentation to the Board of Supervisors at the May 23. This is after the Farmers Market opening
- b. Quarryville Orchards has a new owner. Aaron Esh moved to Kentucky and his grandson-in-law took over. Vince sent him a vendor application
- c. Vince has contacted several food trucks. Two of them have expressed an interest in the market.

- d. New Market items: added a hotspot to the Market, new iPad, contactless credit card payment and chip reader capability to Square Up.

BOARD LIAISON COMMENTS:

Tina Garzillo was not at the meeting

ADJOURNMENT:

It was moved by Lydia Dan-Sardiñas and seconded by Diann Poole, all voting “Aye” to adjourn the meeting at 8:55 p.m. None opposed. Motion approved 4-0.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY