

UMFM Advisory Board Meeting

April 16, 2019

The Upper Merion Farmers Market Advisory Board met for on April 16, 2019 in the Township Building. The meeting was called to order at 7:22 p.m. followed by a Pledge of Allegiance.

ROLL CALL:

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

MINUTES

March 19, 2019 minutes were approved. Lydia Dan-Sardiñas made the motion, Diann Poole seconded and the Board approved 4-0.

OLD BUSINESS:

- a. Final Sponsorship Package:
 - The final draft of the Sponsorship package for UMFM was reviewed.
 - Gerri Vattimo will publish and distribute. Sponsorship packages include sponsorship to Farmers Market, Concert Under the Stars, Parks & Recreation Banner, & Parks Partners.
 - Packages can be picked up at PIO office, e-newsletters, Grab & Go racks.
 - Information may be mailed to individuals.
 - Targeted organizations or businesses should have a personal cover letter
 - Sponsors may designate to specific organizations
 - Renewable by Andersen has already signed up for being a sponsor to all organizations
- b. Survey Answers
 - Survey has been placed in the newsletter and on Facebook
 - Will continue to be on the UMFM newsletter and Facebook
 - Results
 - Time change? 46.7% preferred the hours of 10-2
 46.7% preferred the hours of 9-1
 - Location: 80% preferred to keep location the same
 - Pop Up Market? 70% preferred to keep it only on Saturdays
 - Suggestion made to change the Winter Market dates to not conflict with Phoenixville Farmers Market. Instead of starting the first Saturday in December, Start on the second, etc.
- c. Banners, light poles, and banner drafts
 - Banners will be placed on 14 light poles around the Township building
 - Suggestion made to have banners have one only picture, The words: Saturday, 9-1, and the logo
 - Suggestion was made to make a special header with the newsletter
 - Discussion held on what constituted the logo? Many companies have boundaries on what is allowed to be removed from a logo. Does the UMFM logo consist only of the gazebo and vegetables or does it include the box and words part of it.
 - It was decided to use the special 10th season logo on the Township and the UMFM newsletters.
- d. Opening Day Celebration May 18

- Music: Senior Center Band
 - Suggested to put the band on one side of the market with parking for them on the middle parking lot. UMFM will provide water and have them aware of getting tickets for the chicken barbecue.
 - Market money is made, \$2,500 has been printed
 - Swedesburg Fire Company Chicken Barbecue
 - Vince needs to contact Bernie after Easter
 - Holly Mead to face paint and Greg the Balloon Guy to make balloon figures
 - It was suggested to have flags/signs so that people know where they are located
 - Birthday cake Irish Victory Cakes, one with white chocolate and the other one regular chocolate
 - Ask for signage at the Ambulance building and Kunda Beverage
 - Community Cupboard will have a drop off site
 - Handouts to include
 - Flower seeds
 - Possibly 10th season bag Vince is not sure of what type to order: fold up, tyvek etc.
- e. Pop Up Market at the Mall
- Vince contacted the Kathy Smith from the Mall to discuss changes to the Mall's original proposal
 - The Mall made revisions to their plan. They still are interested in putting together a seven week, Friday 11-3 (not 6/21) Pop Up of UMFM at the Mall. The location would be in front of Neiman Marcus, Grand Lux and Mistral outdoor area.
 - The Mall will not provide tents, tables or clean up. Vendors must supply their own tents, tables and hand truck. The loading area is not close by.
 - There will be no charge to vendors. The Mall is looking for 8-10 vendors. Vendors may sell home crafted goods. (tea, jewelry, soaps, etc.
 - Vince will look into seeing if any vendors are interested in making this commitment.
 - There would be a coordination fee paid by the Mall. The Township must decide if the fee goes to the Township or to Vince for coordinating the event.
 - Vince is to look into if a COI from township must be provided.

NEW BUSINESS:

- a. New and Returning Vendors
- Approximately 20 vendors are returning
 - Robin Hill Farm is not returning
 - New vendors include
 - Aunt Mamie's Italian Specialties
 - Caketique
 - Chili food truck will give it a try
 - Possibly make a new Special Saturday: Small Business Saturday

STAFF LIAISON COMMENTS:

- a. The joint meeting with the BOS went well.

BOARD LIAISON COMMENTS:

Tina Garzillo was not at the meeting

ADJOURNMENT:

It was moved by Lydia Dan-Sardiñas and seconded by Erika Spott, Board approved 4-0. adjournment at 9:00 p.m.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD SECRETARY