

## UMFM ADVISORY BOARD MEETING

August 17, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on August 17, 2021. The meeting was called to order 7:07 p.m. followed by the Pledge of Allegiance.

### ROLL CALL:

Present in person were Eric Huhn, vice chair; Lydia Dan-Sardiñas, secretary; Brian Sell, Farmers Market manager liaison. Present via Zoom were Erika Spott; chair; Lauren Dare; Beth Davis; Tina Garzillo, BOS liaison.

### MINUTES:

- July 2021 minutes were approved.

### OLD BUSINESS

- Doggy Days – It was agreed that it was a successful venue with many dog families participating. Events included a hot dog eating pool and ball pit. A dog treat vendor was featured as well as Spay and Save. The animal rescue did not have dogs available due to kennel cough. A suggestion for next time was to have more rescues and maybe to add some of the same events to the Barktoberfest in October.
- Food Trucks –Some trucks are doing well while others are not. Pizza truck may not return due to possibility of revenue not offsetting the gas mileage from Philadelphia
- Continuation of communication concerning effective management of Market – While P&R is committed to making the market a success, the P&R team was new to a Farmers Market program and needed help. Erika suggested having a Board member in charge on site as Manager of the Day each Saturday until the end of the season (14 days). Most Board members agreed to become the manager.
  - In order for this to be successful, the manager would overlap with Paige on Wednesday to ensure a smooth turnover. Jasmine's duties would be mapped out and clear identification of who is running the market for vendors and customers, central email is needed.
  - A discussion followed on when P&R team would definitely be at the market (3 event days) as well as coming on other days to be mentored on how to run a market.
  - The P&R staff is stretched thin. The department is overwhelmed with running ongoing summer programs as well as planning for future P&R events. The P&R Department is looking to hire a full time event person whose duties would include all special events witing the township as well as the Farmers Market.
- Playbook to be established on day-to-day routine: set up, break down, managerial duties, market money procedures as well as special events (September 11 – Health and Wellness, October 30 – Spooktacular/Barktoberfest, November 20 – Chili Cook-off). A pre/post meeting concerning each event will occur.
- Brian to talk to Don Herbert about public service announcement concerning plastic bags

## NEW BUSINESS

- Statistics were presented on number of cars and Market Money sold per Saturday. It will be expanded to see if weather affected the market day.
- Market money to have more promotion. Eric to make a small poster concerning Market Money and Brian will laminate them.
- Health and Wellness Day – September 11. This event will be looking for vendors that will promote a healthy and well environment. Simplex from Community Center will have free exercise classes. Other suggested vendors: Police Department (bike safety, K-9, IDs), EMT, UMDGC (Dance and gymnastics), Sandy Fay (Medicare), Cortiva massage, acupuncture, maybe have market as a vaccination site.
- Pre/post meetings for special events are planned. October 12 at 7:00 for post/pre meeting on Health and Wellness/Spooktacular, November 9 for post/pre meeting on Spooktacular/Chili cook-off.

## STAFF LIAISON COMMENTS:

- Brian's comments are interspersed within each discussion.

## BOARD LIAISON COMMENTS:

- Montgomery County has a high rate of Covid cases. Masks are mandatory in government buildings. The state is looking for more transparency with public therefore effective in September for all Boards to post meeting agendas 24 hours before meeting both on website and meeting location. Many events are planned for October: Community Fair on October 2, 3:00-8:00pm at Heuser Park; Fall Festival starts October 3 at Norview Farms; National Lights Out, October 5, 6:00-9:00pm; Burgess Arboretum dedication October 21, 4:30pm.

## ADJOURNMENT:

Meeting was adjourned at 9:08 pm.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD  
SECRETARY