

## UMFM ADVISORY BOARD MEETING

October 19, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on October 19, 2021. The meeting was called to order 7:05 p.m. followed by the Pledge of Allegiance.

### ROLL CALL:

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

### MINUTES:

- September 21, 2021 minutes were approved.

### OLD BUSINESS:

- Recap of Saturday Markets – P&R need to ensure that for each market day that the cell phone is charged. All vendors participating with Good to Go App have full responsibility of the order as UMFM is not involved with the app. Wi-Fi to the market is supplied via the township and not the library. UMGA will do a public service announcement concerning plastic bag usage. Beth D will write the copy.
- Eric will contact MANNA (Metropolitan Area Neighborhood Nutrition Alliance) to see if they want to continue with their annual pie tasting at the market. MANNA will take orders for pies for customers as well as donations for those in need.
- UMFM was asked by Spay and Save to appeal to patrons for old newspapers for cats.

### NEW BUSINESS:

- Statistics were presented on number of cars and Market Money sold per Saturday. It was requested to check for the correlation between food truck attendance, car count and market money usage.
- Spooktacular/Barktoberfest
  - Pumpkin Decorating - check to see if Jr. Optimist will have adult supervision from UMAMS. Wegmans donated 200 pumpkins. Paige will pick them up Oct 26.
  - UMFM team will be divided into 4 groups to oversee the day events. Pumpkin decorating (2 people), Barktoberfest (3 people), Spooktacular (4 people), Information Booth (2 people), and designated photographer There will be runners for each group and some changes within each group when needed.
  - Barktoberfest prizes to be held at the Information Booth. Spooktacular prizes to be held at the judging area. Group pictures to be taken after each parade.
- Chili Cook-off – planning meeting is scheduled for November 4, 6:00 pm.
  - Paige and Brian will check to ensure that all outlets work and look to see if power strips are needed. Possible prizes as well as trophies could be given.
- Winter Market – Market kicks off on December 11. The Winter Market will be held two consecutive Saturdays in December but goes to every other Saturday after January 1. The

Market will be managed by the Farmers Market Team with Jasmine in charge. Vendors will be divided into indoor and outdoor spaces contingent on the number of vendors and weather conditions. Discussion needed on the minimum number of vendors needed to run the market and the cutoff date to accept vendors. A post for new vendors will go out the last week in October. UMFM need to check for insurance and liability.

- Giving Back November will start on October 30 as Spay and Save will be at the market. We will accept pet supplies (bedding and food) for animal shelters and canned goods and non-perishables for Community Cupboard. November 20, Green Drop will have a truck at the market to collect household items and clothing for a charity. We will look into finding a local charity to benefit Bridgeport flood victims.

#### STAFF LIAISON COMMENTS:

- Brian's comments are interspersed within each discussion. Holiday Village will occur on Saturday, December 4. Farmers Market vendors are invited to participate.

#### BOARD LIAISON COMMENTS:

- P&R Heuser Park survey has had 400 responses. Tina will look to see if paper copies of survey directions could be placed at the market to facilitate more responses.
- Many events will occur soon. Oct. 21 ribbon cutting for Burgess Arboretum, Nov. 2 is Election Day, Nov. 6, Mulch and Weed event at Heuser Park, end of month will be tree planting at Crow Creek trail.
- ECDC/P&R will be co-hosting Small Business Saturday on November 6. A job fair is planned on the lower level of the Township building. ECDC is looking for 12 participants.

#### ADJOURNMENT:

Meeting was adjourned at 8:30 pm.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD  
SECRETARY