

UMFM ADVISORY BOARD MEETING
January 18, 2022

The Upper Merion Farmers Market Advisory Board meeting took place on January 18, 2022. The meeting was called to order 7:03 p.m. followed by the Pledge of Allegiance.

ROLL CALL:

Present in person were Erika Spott; chair; Eric Huhn, vice chair; Dan Russell, Township Representative; Tina Garzillo, BOS Liaison. Present via Zoom were Lauren Dare; Beth Davis; Brian Sell, Farmers Market team member.

Minutes: November, 2021 Minutes were approved.

Farmers Market Meeting Minutes

Reorg - Lauren Dern was elected Chair of the board, and Beth Davis was elected Vice Chair.

Beth agreed to also act as secretary as a temporary solution until a 5th board member is selected. Beth will take notes on a trial basis.

Recap of last year's market - 2021 - will be recapped after we receive survey results. However, general consensus is that the market needs a single point of contact, dedicated manager to be able to move forward.

Survey - should be sent out this week or early next week. The survey will be sent out via google. Paige will send a test version to Eric before sending out to the vendors.

Based off of data collected, it appeared that attendance was highest with certain food trucks, good weather, and events.

We have had two Winter Markets. Should have a third winter market this weekend.

Dates of next years events have been determined based off of last season.

May 14th opening day

June 11 family fun day

July 9 Zucchini 500

Sept 10 Health and Wellness

October 29 Halloween

Nov 19 Chili Cook off

Erika to reach out to Levensgood to see if they're interested in doing a CSA pick up - and the board is also interested to look into a CSA pick up model for the market to draw more customers.

Add update on vendor selection to next months agenda.