

UMFM ADVISORY BOARD MEETING
November 16, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on November 16, 2021. 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; Lydia Dan-Sardiñas, secretary; Brian Sell, P&R Farmers Market team member. Present via Zoom were Lauren Dare; Beth Davis; Tina Garzillo, BOS liaison.

MINUTES:

- October 19, 2021 minutes were approved.

OLD BUSINESS:

- Recap of Spooktacular/Barktoberfest – The event had a great turnout with the car count at 553.
 - Notes for following S/B events should include: training for the volunteers to stay at their posts, adults to be stationed at each section.
 - Wegman’s was a good source for pumpkins. Extra pumpkins should be given to the Fall Festival event at Norview Farm.
 - Acknowledgements in newsletter and thank you notes should be sent to Wegman’s and the Junior Optimist club for their participation.
- Market Recap – Beth reported that the November 4 market ran smoothly.
 - Market manager and vendor duties were discussed. If there continues to be a rotating market manager, then there needs a stronger presence and communication with the vendors. It was noted that some vendors were leaving early without contacting the info booth.
 - There was some confusion concerning the Small Business event hosted by ECDC, Economic and Community Development Committee. UMAC team were not given information in a timely fashion therefore there was little publicity as well few vendors. It was decided that if this event was to continue in the future, ECDC needs to be timely with communication concerning vendor presence can be maintained by meeting with vendors in am and throughout the market day.
 - It was suggested that UMFM should circulate a vendor survey in January and sponsor a vendor meeting in April. Rules and regulations should be discussed and adhered to.

NEW BUSINESS:

- Statistics were presented on number of cars and Market Money sold per Saturday. Vendor/customer surveys should be done to see if events drive more sales in the market.
- Chili Cook off – preparations for the event have been completed.
 - 30 tickets already sold
 - Total registration of 15 chilies

- 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. Decision to be made concerning if 6 vendors is enough to hold the Winter Market.

STAFF LIAISON COMMENTS:

- Brian's comments are interspersed within each discussion. Holiday Village will occur on Saturday, December 4.
- Parks & Recreation will conduct a winter session of Consortium for the Arts 2.0. This will be an extension from the summer program. Emphasis will have an instructional base rather than a performance base.

BOARD LIAISON COMMENTS:

- Mask mandate will be lifted in January for municipal buildings.
- Should we have an end of UMFM season get-together? Tina will host the event.
- The Township budget will be posted on Thursday November 18.

ADJOURNMENT:

Meeting was adjourned at 8:31 pm.

LYDIA DAN-SARDIÑAS
FARMERS MARKET ADVISORY BOARD
SECRETARY