

Upper Merion Farmers Market Advisory Board

May 16, 2023- 7:00PM

Meeting Minutes

The Upper Merion Farmers Market Advisory Board meeting took place on May 16, 2023. The meeting was called to order 7:04 p.m. followed by the Pledge of Allegiance.

ROLL CALL:

Present in person were Lauren Dare; Tina Garzillo, BOS Liaison; Eric Huhn; Susan Saraceni; Koren Draper; Beth Nachman; Brian Sell

Minutes:

Approval of April 18, 2023 minutes. First – Eric Huhn; Second – Lauren Dare

Old Business

- a) Opening Day Recap – very good crowd; positive feedback on tents
Nor-View sign needs to say market is on Saturdays 9am to 1pm.
Sue had suggested at April meeting the feather banners we already have to be placed on Henderson Road since it is tough to see that a special event is happening at Nor-View on Saturday mornings. They were not out on opening day. **Brian to make sure feather banners get placed every week.**
Customers did not like standing next to dumpsters while waiting in line for food trucks. Decided to move food trucks in front of tents where moon bounce was on opening day. Complaints that Federal Donuts did not have coffee. Question. Could HolmeStyle Foods sell hot coffee?
Brian to have Paige reach out to Federal Donuts for feedback.
Eric's neighborhood did not receive marketing postcard.
- b) Joint meeting recap – suggested that ceiling fans be purchased for tents.
- c) Rotating Outreach table – Beth sent email to the boards; Only ERC, Library, Shade Tree, KOP Historical Society, ECDC, and Community Garden responded.
- d) Template needed to follow up on more produce vendors; need a master list so Paige can mark off who she called.

New Business

- a) **Merchandise – Brian will order five of each item.**
- b) Family Fun Day – June 10th (new hot dog eating contest for adults and whipped cream/gummy work pie eating contest for children)
- c) Website – Lauren from the library can provide Tiffany with pointers for revising UFMF website.
- d) Metrics – needed for recruitment and retention of vendors (Car counter not good because people walking in from the street.) Had 200 coupons for Petrucci free water ice on Opening Day. No one counted number of coupons left.

e) New ideas

- 1) Banner for tents – Brian to reach out to Gerri about banner and A-frames suggestion.
- 2) Why no longer selling LeBus bread? First, UMFM only picked up. Then, UMFM bagged it and then brought to market. Then it evolved into the market paying people to bag it and bring to market.
- 3) Can we do anything for America 250 grant?
- 4) Beth suggested bag exchange for soon to be banned plastic bags. People can use plastic bags for kitty litter trash.
- 5) Beth asked about sponsorships. UMFM has two sponsors that give us money: Trulieve and Renewal by Andersen. Tina is going to look into sponsorships further.
- 6) Too many crafters; not enough produce vendors.
- 7) People could not locate Peach Bottom Farms.
- 8) If vendors want to stay longer, we need to clarify rules and clean up.
- 9) Artisans no longer need insurance. Tina to confirm insurance liability.
- 10) Should we try and coordinate fall fest with Public Works?
- 11) What happened to NYCE microgreens?

Staff Liasion Comments from Brian

The shed at the farm is not big enough for everything. A new shed is in the works.

Montgomery County Health Dept. requires a washing station. Brian is handling.

A guy will be painting murals on the concrete blocks at the tents.

Board Liasion Comments from Tina Garzillo

10:00am ribbon cutting for Green Drop at the mall near True Food.

Meeting adjourned at 8:58pm. Motioned by Sue first and Eric second.