

Upper Merion Farmers Market Advisory Board

June 20, 2023- 7:00PM

Meeting Minutes

The Upper Merion Farmers Market Advisory Board meeting took place on June 20, 2023. The meeting was called to order 7:22 p.m. followed by the Pledge of Allegiance.

ROLL CALL:

Present in person were Susan Saraceni, vice chair; Tina Garzillo, BOS Liaison; Lauren Dare, Brian Sell, Sarah Lattanze, Jasmine Alli, Eric Huhn, Dave Dolga

Minutes:

May 16, 2023 minutes were approved. Lauren – first motion; Eric – second motion

Old Business

Family Fun Day – Karaoke is free and gets moved from UMFH event to UMFH event; no set event. Moon bounce was requested, but this is not free. There is a cost to renting moon bounce for events. Pie eating contest had 10 children. Hot dog contest has two adults. It was noted that if there was a veggie option for hot dogs, there might have been three to four participants. It was recommended to have a pre-registration next year, so that we do not waste food. We should know how many people will be participating.

New Business

Planning for Zucchini 500 – Track will be set up where food trucks are normally parked since it is the flattest location. Eric is learning how to set up track. Sue volunteered to announce. Eric, Brian, and Tina met post meeting to go over more details.

Planning for wine and charcuterie event in 2023 was tabled for discussion in the fall of 2023 for 2024 planning. It was deemed that there was insufficient time to plan a successful event for September or October 2023. Vendors seem to already be committed for 2023 events.

Vendor and Market Updates/Logistics

New Vendors –

Star Apple Farms – for fruit and veggies; UMFH emailed them afternoon of 6/2023

Everwild Farms – Sarah to reach out again

Maple Acres Farms – Sue has contacted a few times after visiting. No return calls from manager/owner.

Beachwood Farms – Per Melissa, “went fine.” Plan to be back. Set up their tent closer to Peach Bottom tent.

Society Bloom DIY Floral – Beth connected them with Paige. Do not know status.

Many Hands Coffee Co. - Beth connected them with Paige. Do not know status.

2024 Season – due to length of agenda, this item was tabled.

No Show Vendors

Happy Being should be moved to smaller tent.

BCA Students

Nikki – chess – Paige provided tents.

Shivansh – rock table – has expectation that he can have a space every week.

Tina is going to follow up with Brett at BCA to explain that UMFM was only helping with community outreach for BCA and it's not a given that spaces will be provided to all students who receive grant.

Rotating board table – Beth following up.

Market Day Set Up

Jasmine and Sarah mentioned to Beth it might be helpful to have signage or have board member assistance with vendor set up to help streamline the process. They will ask Mary Ann to help.

Jasmine suggested getting NHS students since they need service hours.

Location of info booth – move to smaller tent.

Indemnification for onsite alcohol consumption - due to length of agenda, this item was tabled.

Administrative Updates including Marketing and Metrics

Tina noted that Paige should keep statistics of vendor retention and turnover.

Website updates - due to length of agenda, this item was tabled.

Survey - due to length of agenda, this item was tabled.

Signs

Sue asked again if permanent signs could be placed at 202 and Henderson Road and Henderson Road and Valley Forge Road for Nor-View Farm and Farmers Market. Tina said these are called wayfinding signs and that she was going to look into it since good idea to promote farm and market since many residents don't even know about the farm. Dave noted that a resident within a block of the farm didn't even know it existed.

The feather banners have been moved to the farm shed,

Sign on tent (Eric mocked up a good sign) – Brian to follow up.

Sign on Allendale Road to be placed perpendicular to road.

Brian said another shed is being added. It will be 6 x8.

There are sides to the tents. Brian will follow up.

Marketing

Jasmine suggested connecting with UM Township social to repost UMFM posts for greater outreach. Tina asked Brian to initiate email to Tiffany and Don and copy Tina.

Jasmine suggested boosting social media posts. Paige said Tiffany was working on it.

There was a suggestion to keep statistics on social media stuff. This was not assigned to anyone.

Photos – Paige now has access to all UMFM photos being taken. UMFM business cards are in the cash box at the market. Business cards were provided to Sue and Lauren, as previously requested.

Google Docs – new vendors; Jasmine and Sarah reaching out via social media. Any potential new vendor business cards are to be placed in the cash box. Per Tina, Paige is to handle all new vendors.

A-Frames – Sue resent email to Brian where Paige suggested purchasing new A-frame signs. Brian to follow up.

Lauren wanted to know if all vendors are following the rules citing issue with a new craft vendor being admitted as well as Forever Food Festival. Brian said that if vendors don't follow the rules they are not allowed to return to UMFM. Paige is to remind vendors to follow the rules or they will lose their market privileges.

UMFM guidelines for produce vendors – only what you grow.

Dave Dolga updated board about the Nor-View Farm Fall Fest. It will only be on three Saturdays (10/14, 10/21, and 10/28) in October 2023 from 10am to 6pm. Community Fest at Heuser Park is 10/7/23. Paige sent Dave a list of vendors for under the big tent. Dave has secured a produce vendor from Pottstown, K&M Produce. Vendor will also do caramel apples. There will be food trucks. Trying to get beer, wine, and hard cider, and possibly bourbon vendor. Kids activities will be in the pasture. Probably won't have a corn maze since unable to secure a no till corn seeder. Straw bales are most likely cost prohibitive. Pumpkins, gourds, mums, and corn stalks. Paige is coordinating music for Spooktacular with Dave. Possible scarecrow contest. Possible wagon rides.

Farm staff leave at 8pm. Farm staff is busy with the animals from 6pm to 8pm.

Bathroom lock is fixed.

The farm staff check the tents for water.

There is known solution for improved dumpster location.

Board Liaison comments

Tina said Top Golf opened 6/19/23 and Gaucho Prime opened 6/20/23.

Tina stated that Park & Rec is to provide status update every other week to the board members. Brian is responsible for this. The first status report is due the week of 6/26/23. Next status report due 7/10/23.

Meeting adjourned at 9:38pm. Eric – first motion; Lauren – second motion