

Upper Merion Farmers Market Advisory Board

August 15, 2023 - 7:00PM

Meeting Minutes

The Upper Merion Farmers Market Advisory Board meeting took place on July 18, 2023. The meeting was called to order 7:02 p.m. followed by the Pledge of Allegiance.

ROLL CALL:

Present in person were Beth Davis, Sue Saraceni, Lauren Dare, Sarah Lattanze, Jasmine Ali, Brian Sell, Tina Garzillo, and Eric Huhn

Minutes:

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

Old Business

Hot Diggity Dog Recap – many leftovers of ice cream (16) and cookies; Sue suggested replacing this event with a peach fest for next year. It was noted that when market had a strawberry fest, there was a baking fest.

New Business

Chili Cook Off Planning – Community Cupboard to conduct food drive.

Barktoberfest/Spooktacular Planning

Winter Market – Beth proposed once a month with vendors geared to upcoming holiday.

2024 recruitment – Beth has a lot of spreadsheets from Sarah and Jasmine. Need a mushroom vendor. We live close to the mushroom capital of the world. Paige's spreadsheets were geared towards already existing and not new vendor reach out. They contained old, pre-Covid info.

We have received complaints of not enough food vendors and too many crafters. We are not a craft market. Need weekly food trucks. Beth said we need to aggressively pursue produce vendors for 2024 and then determine how many craft vendors we will accept.

Pole Barn – Eric asked for status. Response was no construction in 2023 and no rush since tents are serving us well.

Rotating Roundtable – 9/23 Shade Tree Commission 9/30 EAC

Social Media Updates – Tiffany can push ads. Tiffany, Sarah, Jasmine, and Brian met.

Freecamp – logistics- how to do push ads; RingFence -pinging other people's market area

Sarah will be working remotely. Jasmine will handle social media. Sarah will communicate with vendors.

Pam is fine.

Nor-View sign panels – Special Event This Saturday; Saturday Hours 9am – 1pm. Offer opinions by 8/18/23 and then Tina and Beth will decide on panels.

Staff Liasion Comments – Brian Sell

Board Liasion Comments – Tina Garzillo

Meeting adjourned at 8:47pm. Motioned by Lauren first and Eric second.

Sue sending post meeting action notes effective 8/15/23 meeting.

- 1) Tina to provide Beth with former strawberry festival ideas from the past for ideas for peach fest in August 2024 instead of hot diggity dog event. Already have another dog event in cooler weather - Barktoberfest.
- 2) Chili cook off - Brian to send email for volunteers and one for participants. Tina to obtain judges from Board of Supervisors and possibly Dan Russell per Brian.
- 3) All- Email Brian with Barktoberfest and Spooktacukar planning ideas before next board meeting.
- 4) Brian to ask Park and Rec staff to work the days Sarah is back at school - 8/26, 9/2, 9/9, 9/16, and 9/23.
- 5) Jasmine and Sarah will obtain feedback from Beechwood Farms.
- 6) Jasmine and Sarah will reach out to Maddie soon at Windy Springs for 2024.
- 7) All - okay with Jasmine and Sarah if we email them names of produce, bread, dairy, mushroom vendors to reach out to for 2024.
- 8) Paige to order sign for the tent that Eric provided graphic of.
- 9) Brian to follow up with Kog Hill regarding use of truck when selling slushies.
- 10) Sarah and Jasmine to reach out to Federal Donuts.
- 11) Brian to follow up with Paige regarding Spring Creek request of Paige to see if they could leave propane tank. Sue mentioned this could be an insurance liability and safety issue.
- 12) Brian to set up suggestion box at market info booth.
- 13) Beth will email all ideas for the three additional signs for the main sign at Nor-View Farm as well as survey questions. Deadline for responses is Friday, August 18.
- 14) Tina to follow up on wayfinding signs for Nor-View Farm and UFMF.
- 15) Jasmine will make 8.5 x 11 signs so we can post in public areas where we are allowed to post.