

January 19, 2016

EDC Farmers' Market Subcommittee  
Meeting Minutes

The meeting was called to order at 8:05am in the Town Hall Land Use Conference Room.

Roll Call: Eric Trott, Mason Perrone, Bill Jobbagy, Barbara Barry, Erica Pagliuco (via FaceTime), Ted Jarrett, Vikki Reski, Sondra Astor Stave, Beth Bauer

Adoption of Minutes: A motion was made by Jarrett and seconded by Barry to adopt the minutes from the January 4 meeting as presented. Motion passed unanimously.

The following items were reviewed and updates provided:

Sponsorship Package - Meetings were held with Mountain Dairy and Whole Foods, who are both interested in sponsoring the Market, and they went well. Both are going back to their company to confirm the extent of the sponsorships – in-kind/cash. Both are very interested in being involved with educational campaigns for the Market.

DoAg Farm Viability Grant – Eric confirmed that the grant is approved and that the contracts will be coming soon.

Vendors – An interim communication was emailed to all of the vendors who have expressed interest in being involved in 2016. The goal is for the formal notice with an application and guidelines to go out at the end of January. Screening will be required for new vendors. The 2015 vendors were all invited back.

Volunteers – An interim communication is about to be sent out to the volunteers who have expressed interest in being involved in 2016. A small survey inquiring about tasks, availability, etc. will be included with the email. The goal is to have a firm understanding who would like to assist and what type of duties and time commitments can occur.

Website – The website template was purchased to develop the new Market website. Pam Miller has volunteered to assist with the development. Erica also has a web developer who may perform some tasks for her business that may be able to assist as well to keep us on target to have the website up and running sooner rather than later. This is to be determined soon.

Governing Committee – One Committee seat is open at this time. Jean and Ted were appointed. Cynthia Dunne was not due to the language with the resolution involving non-resident members. Jean is the vendor rep and Ted will represent CT Landmarks. The next meeting will be the first of the Governing Committee. All EDC Subcommittee members who wish to continue to be involved are welcome to do so.

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DoAg – A meeting with Rick Macsuga from DoAg was held with Eric and Erica. The WIC, SNAP, EBT programs were all discussed. A discussion on how to either encourage or require the vendor involvement will need to occur. The goal is to expand the reach of the Market and be more inclusive of the population.

Staples – Erica, Eric and Barbara met with a rep from Staples to discuss direct mailings, merchandise and other items that Staples can help the Market with. Final decisions on specific products will need to occur in order to secure the merchandise in a timely manner.

DEEP Fire Road – DEEP Forestry, who is the agency who manages the fire road, has agreed to allow the Market to continue to use the fire road by way of an informal agreement. They reserve the right to revisit the issue if there is wear and tear that requires attention.

CIRMA – Comments have been received from CIRMA on the volunteer waiver form. A revised form will be prepared.

Golf Cart – The Town purchased a used golf cart from the State of CT surplus. It needs some work, but DPW is going to fix it up. Another one is still needed.

Textile donations – An idea was discussed about accommodating clothing donations and textile recycling at the Market. This will be discussed further with the DPW Director.

Non-Profit entities – Two local non-profit entities have expressed interest in a continued presence at the Market. The Community for Creative Living and the Queenie Foundation have communicated with Eric and Erica. This will be a new focus of the Market and will be orchestrated further when the vendors and programming has taken further shape.

WILI – WILI has followed up on their offer to provide discount radio advertising with the Market. This will be further evaluated once the DoAg grant is received, since a portion of the grant will be dedicated to this type of activity.

Master Plan/Mission Statement – The Plan was revised to include the mission statement and an adopted date. It will be put on the Market webpage.

The next meeting is scheduled for February 1 at 8am, in the land use conference room.

The meeting was adjourned at 9:05am.

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Respectfully submitted,

Eric M. Trott  
Director of Planning and Development