

February 21, 2017

Coventry Farmers' Market
Special Meeting Minutes

Town Hall Annex

Meeting was called to order at 3:05pm by Chairperson Nelson.

Attendance: Bill Hoffman, Jean Nelson, Erica Pagliuco, Michelle Pesce, Beth Bauer, Eric Trott, Katrina Weaver, Ann Marie Charland

Beth distributed a revised version of the Financial Report that reflects the current status of available funds as well as a fiscal year reflection.

Beth excused herself from the meeting.

Adoption of minutes: A motion was made by Weaver and seconded by Trott to adopt the minutes of February 6, 2017. The motion passed unanimously.

Events and Market season planning:

A brief discussion occurred regarding the vendor invites for the 2017 season and producer only issues.

Need to identify dates that the flag field will be necessary for the Market vs. the schedule for Hale's in order to avoid conflict.

Prospective events and dates were reviewed and discussed. Some new events are being considered and consistent favorites were evaluated. Music, support activities need to be further considered to create a full day experience.

Alcohol related events are being considered as accessory to the themes. Attempts will be made to orchestrate the alcohol portion in a manner that would not negatively affect foot traffic to the vendors.

The goal is to connect the events as much as possible with the vendors and their products to create a positive synergy.

The new DoAg grant to support and expand the events and programming is being considered with respect to the planning of the events during the season.

Dates, themes and supporting activities will be finalized and the prospective calendar will be released at a future meeting, since some themes need a little work.

A tentative date for the vendor's meeting will be May 7 at 10am in the annex.

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Next meeting of the Committee will be Tuesday, March 7 at 8:00am.

The meeting was adjourned at 4:27pm.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development