

February 23, 2016

Ad-Hoc Farmers' Market Operating Committee  
Special Meeting Minutes

The meeting was called to order at 8:32am in the Town Hall Conference Room B.

Roll Call: Eric Trott, Bill Jobbagy, Erica Pagliuco (via FaceTime), Bill Hoffman, Michelle Pesce, Jean Cardinale-Nelson, Ted Jarrett, Barbara Barry

Election of Officers: A motion was made by Barry and seconded by Jarrett to nominate Jean Cardinale – Nelson as Chairperson of the Committee. The motion passed unanimously.

A motion was made by Nelson and seconded by Jarrett to nominate Barbara Barry as Vice Chairperson of the Committee. The motion passed unanimously.

A motion was made by Barry and seconded by Jarrett to nominate Michelle Pesce as Secretary. The motion passed unanimously.

Adoption of Minutes: A motion was made by Jarrett and seconded by Pesce to adopt the minutes from the February 1, 2016 meeting as presented. The motion passed unanimously.

The following items were reviewed and updates provided:

Vendor regulations and application – Approximately 40 vendor applications have been received. A follow up email will be sent to vendors who have not submitted one. The winter market will be used as a forum to help spread the word. It was agreed that it will not be necessary to require insurance for non-profit/community groups to table at the Market.

Sponsorships – Whole Foods has agreed to a one day 5% of sales at the Glastonbury store as a cash sponsorship as well as in-kind services. Mountain Dairy has agreed to a \$2,500.00 cash sponsorship and in-kind services including weekly tabling with the Stearns family. The agreements between both sponsors will be finalized in the next few weeks. A discussion occurred about any potential conflict if Farmer's Cow wishes to be a sponsor again. The issue of exclusivity will be reviewed. A poster recognizing all the sponsors that can be displayed at the Market and with the sponsor will be pursued.

UCONN Transportation Institute – Eric and the Town Engineer met with the engineering staff from the Institute to assist in evaluating methods to improve pedestrian and vehicle safety and convenience with the Market. The meeting elicited many good ideas to address the issues. The next step is to meet with the Traffic Authority to get further guidance and then engage the parking volunteers of the Market to get additional input and guidance. A formal traffic operations plan will be developed.

Page 2

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UConn School of Fine Arts – Eric continues to reach out the professor that was interested, but no response has been received. Erica will reach out to Scott Rhodes, a local artist, to see if he is interested in assisting.

Winter Market – A banner or poster about the summer market will be prepared to display at the winter market. Postcards will be printed as well to help spread the word.

Volunteers – An email went out a few weeks back to volunteers, but there has been a low response. A volunteer forum will be scheduled for early March to organize the volunteers. The volunteers will be communicated with again.

Marketing – A brief discussion occurred about marketing plans for the summer. Efforts will begin in March, once vendors are set.

Website – The website template was purchased and the domain 'coventryfarmersmarket.org' was purchased as well. Erica is working with a consultant who expressed interest in volunteering some time to build the framework and Pam Miller can assist in building it out further.

Musical licensing – It will be necessary to purchase music trademark licensing from ASCAP and BMI to allow musicians to play music at the Market. Initial costs have been determined.

Events – The previous season's calendar will be examined to determine which events/programs will be retained and other new ones can be introduced. Fiber Twist, Dog Days, Blues-Brews were all popular events.

The next meeting is scheduled for March 7 at 8:30am, in conference room b.

The meeting was adjourned at 9:45am.

Respectfully submitted,

Eric M. Trott

Director of Planning and Development

