

March 7, 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, Erica Pagliuco (via FaceTime), Bill Hoffman, Michelle Pesce, Jean Cardinale Nelson, Ted Jarrett, Barbara Barry, Dave Chandler, Beth Bauer, Mason Perrone

Adoption of Minutes: A motion was made by Jarrett and seconded by Bauer to adopt the minutes from the February 23, 2016 meeting as presented. The motion passed unanimously.

The following items were reviewed and updates provided:

Vendor applications – Approximately 100 vendor applications have been received and they are still flowing in. The deadline is March 4. There will be a grace period to provide some flexibility to those who were working on getting insurance and other extenuating circumstances. The winter market will be used as a forum to help spread the word. Vendor selection will occur during the week of March 14.

Sponsorships – A sponsorship agreement form will need to be prepared for the entities that have agreed to sponsor the Market. Other sponsors who have supported the Market in the past will be contacted as well.

Market 'To-Do' List – Eric prepared and distributed an itemized list of tasks that need to be completed over the next 90 days to successfully execute this summer's Market. This can be the basis for volunteer, Committee, Staff tasks that are to be completed.

Traffic Operations Plan – The preparation of the Plan is underway. Eric will be working with the Traffic Authority to finalize concepts that will be shared with parking volunteers.

UCONN School of Fine Arts – Eric continues to reach out the professor that was interested and has scheduled an initial meeting. Erica will reach out to Scott Rhodes, a local artist, to see if he is interested in assisting as well.

Website – Erica has received a quote to develop the new Market website from a website developer consultant that she has been working with. The quote is a substantial discount for performing such a task and can be considered a considerable 'in-kind' donation. Eric will pursue a purchase order to begin work on the new website. A one week turn-around is expected for the website to be developed.

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Volunteers – A volunteer recruitment forum will be scheduled for later in March. Outreach and advertising of this event is very important. Eric will mention the event in the Town eblast and other outlets.

DoAg – The forms required by DoAg to be a certified market and other forms will be filed in March.

Winter Market – A banner and postcards about the summer market were prepared to display and distribute at the winter market.

Finance – Eric will be meeting with Beth to discuss the status of the budget and the ability to make necessary purchases.

Field Maintenance – Market field maintenance was discussed. It will be necessary to perform some early season preparations including aeration, fertilization and overseeding. Poison ivy along the periphery of the field needs to be addressed as well.

Merchandise – Once the DoAg Farm Viability Grant funds are made available, it will necessary to finalize the merchandise purchases that are required. Re-usable bags, t-shirts and other items for the Friends program and volunteers will be considered.

The next meeting is scheduled for March 18 at 8:30am, in conference room b.

The meeting was adjourned at 9:51am.

Respectfully submitted,

Eric M. Trott

Director of Planning and Development