

March 18, 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, Bill Hoffman, 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 March 7, 2016 meeting as presented. The motion passed unanimously.

The following items were reviewed and updates provided:

Vendor applications – Approximately 140 vendor applications have been received in total. Vendor selection will occur during the week of March 14. A deadline of April 15 for vendor payment has been set. Guest vendors are to be selected next. There will be 7 food trucks.

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. A meeting with an 'angel' sponsor is being scheduled.

Events – Jean and Erica have been preparing the event calendar. A final draft will be available for the volunteer forum and next Committee meeting. Days when a tent will need to remain due to a Hale event will be identified. Approximately 4 or 5 alcohol related events are being considered.

Volunteers – A volunteer recruitment forum has been scheduled for March 31. Outreach and advertising of this event is very important. Outreach has begun by Town e-blast and other outlets.

UCONN School of Fine Arts – Eric and Erica met with the student from UCONN who will work on recipe cards. Scott Rhodes has been contacted about using his artwork for the market calendar postcard. He has expressed interest in assisting.

Website – A purchase order has been prepared for the preparation of the new website. The developer has indicated that it can be complete in early April.

Marketing – Erica and Michelle have met to begin dialogue on the marketing campaign, in particular social media outlets.

Page 2  
Ad-Hoc Farmers' Market Operating Committee  
Meeting Minutes  
March 18, 2016

Friends of the Market – The program criteria are being developed, which will likely be similar how the prior Market ran the program. Two tiers are being considered to include CT Landmarks involvement.

To Do List – The To Do List that Eric prepared needs to be examined to determine tasks that the Committee, volunteers and others can be involved with.

Merchandise/Supplies – Once the DoAg Farm Viability Grant funds are made available, it will be necessary to finalize the merchandise purchases that are required. The contract is in the process of being executed. Re-usable bags, t-shirts and other items for the Friends program and volunteers will be considered. Dave indicated he would be willing to prepare a list of 'consumables' that will need to be purchased.

Music Licensing – The BMI and ASCAP websites were visited to gain initial information. The formal licenses will be pursued.

Field Maintenance – Market field maintenance was discussed. Bill Hoffman submitted a proposal to perform the field maintenance. Bill has performed this work for many years and has the equipment to do it properly. DPW will be contacted to determine if they can assist in any way.

Finance/Cash Handling – Eric met with Beth to discuss cash handling protocols. A follow up meeting will be necessary to finalize the required steps to deal with cash from the Market day.

Non-profit/Community Groups – Barbara and Michelle have been working on this. A combined tent will likely be used for this purpose.

The next meeting is scheduled for March 28 at 8:30am, in conference room b.

The meeting was adjourned at 9:55am.

Respectfully submitted,

Eric M. Trott  
Director of Planning and Development