

March 21, 2017

## **Coventry Farmers' Market Operating Committee Special Meeting Minutes**

Conference Room B – Town Hall

Meeting was called to order at 8:07am by Chairperson Nelson.

**Attendance:** Jean Nelson, Erica Pagliuco via FaceTime, Michelle Pesce, Eric Trott, Katrina Weaver, Barbara Barry, Jamie Lynn Fontaine Connell, Ann Marie Charland

### **Review and consideration of appeal of Operating Committee decision on vendor product by Clifford Davis and Raina Spaziani – Keifer's Kettle Korn**

Raina and Clifford were both present.

Raina indicated that they understand the 'producer only' requirement but were confused as to why they were 'passed over' to vend an Italian ice product. Keifer's intends to buy a batch freezer machine that will enable them to produce their own Italian ice and other frozen products and will not work with D'Angelo's for the production moving forward. They will be self-producing - CT made item.

The Committee stated that based upon the email response from Raina and Cliff, it was not clear that they intended to produce their own Italian ice. Instead, it appeared that they were going to continue to work with D'Angelo's. Now that the Committee is clear on the situation, it presents a different view on the status of how Keifer's complies with the vendor regulations.

The Committee briefly discussed the situation based upon the new facts that were presented this morning.

A motion was made by Barry and seconded by Weaver, to accept both Chet's Italian Ice and Keifer's as Italian ice vendors for the 2017 Market season. The motion passed unanimously.

**Adoption of minutes:** A motion was made by Barry and seconded by Weaver to adopt the minutes of March 7, 2017. The motion passed unanimously.

Ann Marie Charland excused herself from the meeting at 9:00am.

### **Planning for 2017:**

**Vendor Applications** – The deadline for the submittal of full time vendor applications closed yesterday. Some vendors have requested an extension of time to file due to extenuating circumstances by contacting Erica and Jean. Many others have verbally

indicated their intent to return but no application or other communication has occurred. It was agreed that Barbara and Katrina will reach out by phone to remind those who have not submitted an application to do so by April 5. It may be necessary to consider other full time vendors if the applications are not submitted in a timely basis.

The Committee considered the request of Faddy's to return to the 2017 Market. Concerns were raised about ongoing compliance issues with the Health District spanning several seasons; the production of frozen donuts made out of state; potential relevance of Faddy's dropping out of attendance with the Winter Market without notice; not being honest with EHHD and Town Staff regarding Faddy's operations.

The concerns were discussed in detail and related to the adopted vendor regulations that govern how the vendors are to operate at the Market. It was agreed that the situation with the Winter Market was not directly relevant to the Town operated Market. However, the ongoing compliance issues with the Health District, despite the many attempts to address the matter, as well as the history last season involving the use of frozen donuts made out of state are relevant to the vendor regulations.

In particular, the regulations state that the vendors are required to provide a 'safe' product and act in a 'transparent' manner in 'good faith' with the Market and demonstrate 'integrity' in the operation. These items relate to the 'code of conduct' expected of the vendors. These issues cause concern with the Committee at this time.

It was agreed to invite Faddy's to the next Committee meeting to discuss the concerns raised and provide an opportunity for Faddy's to discuss their position in person. Erica will reach out to Faddy's.

Jean Nelson excused herself from the meeting at 9:30am.

### **Sponsors –**

The Last Green Valley communicated with Erica about being involved with the Market. A sponsorship opportunity looks like a good match.

Erica mentioned that several small, local businesses have indicated interest in sponsorships. A massage therapist, chiropractor, travel agent, and the adventure park in Mansfield have reach out.

Whole Foods was contacted and they will not be able to do the 5% donation day, since it happened last year. They will look at ways to continue the Market in other ways.

Highland Park indicated that they may be able to step in to support further if Whole Foods cannot.

Mountain Dairy will be contacted to discuss their continued involvement.

### **Correspondence/Questions –**

Barbara indicated that she received an email from Song a Day Music to see if they could continue to be involved with the Market this season. The Committee would like to see if they could be more involved as a local business in order for the Market to support them more and find an appropriate event for them to participate in.

The High School band teacher was contacted about being involved, but he has not responded as of yet.

### **Farm Viability Grant –**

An email was sent to Jaime at DoAg about reimbursements and calculating staff time with the new Farm Viability Grant. A response has not been received yet.

Erica and Jean are working with the farmers who have been cooperative in getting crop plans submitted to assist in the new programming this season that is funded by the Grant.

### **Event Calendar –**

The event calendar will be firmed up at the next meeting.

A brief discussion occurred about a new event called 'Carbs and Carburetors' involving food in the barn and farm equipment.

### **Site Work in the Market Field –**

Eric will work with DPW to fix the holes in the Market field that create issues with vendors. The locations will be flagged to allow easier identification.

Next meeting of the Committee will be Tuesday, April 4 at 8:00am.

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The meeting was adjourned at 10:05am.

Respectfully submitted,

Eric M. Trott  
Director of Planning and Development