

April 25, 2016

Ad-Hoc Farmers' Market Operating Committee
Special Meeting Minutes

The meeting was called to order at 8:21am in the Town Hall Conference Room B.

Roll Call: Eric Trott, Erica Pagliuco, Jean Cardinale Nelson, Ted Jarrett, Barbara Barry, Dave Chandler, Beth Bauer, Michelle Pesce, Bill Hoffman

Adoption of Minutes: A motion was made by Jarrett and seconded by Bauer to adopt the minutes from the March 28, 2016 meeting as presented. The motion passed unanimously.

A motion was made by Jarrett and seconded by Bauer to adopt the minutes from the April 11, 2016 meeting as presented. The motion passed unanimously.

The following items were reviewed and updates provided:

Social media posts have been very active and many Facebook likes have resulted. The Market was voted number 1 by Hartford's Best survey.

Financials - Beth provided an update on the revenue/expenditures for the Market. A meeting has been scheduled later in the week between Beth, Market Staff and Committee members to discuss cash handling procedures.

A discussion ensued on petty cash procedures relative to emergency purchases. It was noted that accounts exist at Highland Park Market and Cash True Value.

Vendor applications – All weeks are full at this time for vendors. The policy for 'CT grown/produced' items being consistently applied was reinforced for the Market. New vendor applications being submitted will be kept on file for fill-ins this season or potentially for next season.

Demonstrations are actively being planned and plugged into the schedule.

The issue of the sale of alcoholic beverages at the Market was extensively discussed. It was noted that there is no history of problems being generated by the tastings events or sale of alcohol, customers and vendors have acted responsibly. It is the Market Committee's intent to support local beverage producers, maintain a positive family atmosphere and continue to carefully monitor the activities that occur. CIRMA will be contacted to discuss liability issues further.

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Music licensing – The ASCAP license will be \$350 and the BMI license is expected to be about the same.

Website – The consultant has begun working on the development of the new website and expects a working version by early May.

Community table – A one-page application form with guidelines was generated for the groups who will be involved with the community table. The sales of fundraising items that don't compete with other vendors will be allowed. Non-aggressive survey taking at the tent will be allowed.

Opening Day – Effort is being made to organize a tractor parade for opening day. The confirmation of the political officials is still forthcoming. The Nathan Hale Ancient Fife and Drum Corps will be participating as well as the celebration of Nathan Hale's birthday, which includes a flag raising and cake.

Parking plan – The plan is being drafted at this time and will be available the first week of May in order to meet with the traffic flagger company and volunteer parking crew.

Field layout – May 14 has been targeted as the day to delineate the market field/vendor spaces. The soil markers will need to be available as well as spray paint for the rocks in the parking field.

Vendor forum – The vendor forum is scheduled for May 1 at 11am in the annex. It will be a pot luck event. Erica and Jean will be present and are working on an agenda.

The next meeting is scheduled for April 25 at 8:30am, in conference room b.

The meeting was adjourned at 10:20am.

Respectfully submitted,

Eric M. Trott

Director of Planning and Development