

May 9, 2016

Ad-Hoc Farmers' Market Operating Committee
Special Meeting Minutes

The meeting was called to order at 8:23am in the Town Hall Conference Room B.

Roll Call: Eric Trott, Erica Pagliuco, Jean Cardinale Nelson, Barbara Barry, Beth Bauer, Michelle Pesce, Bill Hoffman, Mason Perrone

Adoption of Minutes: A motion was made by Bauer and seconded by Hoffman to adopt the minutes from the April 25, 2016 meeting as presented. The motion passed unanimously.

Financials - Beth provided an update on the revenue/expenditures for the Market. A meeting was held between Beth, Market Staff and Committee members to discuss cash handling procedures.

The attached 'to-do' list is a reflection of the discussion that occurred during the meeting about the remaining tasks that need to be completed prior to opening day.

The next meeting is scheduled for May 23 at 8:15am, in conference room b.

The meeting was adjourned at 10:15am.

Respectfully submitted,



Eric M. Trott
Director of Planning and Development

FARMERS' MARKET 2016 SEASON

TO-DO LIST (NOT IN CHRONOLOGICAL ORDER)

Updated 5-10-16

Vendors

- : SELECT VENDORS – CONTACT TO OBTAIN FEES – (Erica/Jean)
 - Vendors selected will be reminded about fees and paperwork due.

- : ORGANIZE VOLUNTEERS, ASSIGN TASKS, EXECUTE WAIVER FORMS (Jean/Erica/Committee)
 - Volunteers are actively being coordinated and added to slots for June and July. Many volunteers prefer to be contacted shortly before the event, as was previously done. (Jean)
 - An updated volunteer list has been generated and will be maintained. (Jean)
 - Parking volunteers may be needed, depending upon the response of volunteers previously involved.
 - A volunteer has been found for the cash handling at the Market Info tent for June, who may be willing to continue in that role.
 - Scouts and schools may be a target for additional volunteers, due to community service requirements.

- : CONSIDER NON-PROFIT AND COMMUNITY GROUPS THAT SHOULD BE INVITED TO MARKET, CONTACT GROUPS AND ADMINISTER APPLICATIONS – (Michelle/Barbara)
 - The community group application/guidelines are complete.
 - One community based town tent is anticipated and groups are being added to the calendar.
 - Continue to respond to community groups who are interested and reach out to others that are identified.

Events

- : DEVELOP CALENDAR – THEMES, EVENTS, DEMONSTRATIONS, PREPARE AND SUBMIT NECESSARY LIQUOR COMMISSION APPLICATIONS FOR ALCOHOL RELATED EVENTS
 - Calendar is complete as of 4-12 and has been shared with vendors.
 - Liquor permits have been prepared and checks have been prepared for fee payment. Communication continues with Dept. of Liquor Control on permitting processes due to recent changes in laws. (Jean/Eric/Erica)
 - Demonstrations are being confirmed and added to the calendar. (Jean/Erica)

- : WORK WITH CT LANDMARKS ON WAYS TO COLLABORATE – EVENTS, PROGRAMS, OFFERS (Erica/Ted)
 - Conversations continue with CTL – Halloween weekend celebration appears to be likely target for large collaborative event.

- CTL Friends Program can include addition of museum passes and use of Hale bathroom facilities.

: MUSIC

- List of bands that have submitted interest have been reviewed and selections made. Nearly all dates have been booked. (Michelle/Eric)
- Obtain ASCAP/BMI music performance licenses – prepare PO to purchase. (Eric/Erica)
- Purchase band PA equipment with Joie Searing. (Eric)
- The band tent is to be moved away from the barn to avoid noise conflicts and will be reflected in the field layout. Try to keep room for folks to sit in shade.
- Confirm Joie Searing's involvement to assist with sound prep on Market day. (Eric)
- Confirm installation of barn PA speakers for announcements with Joie Searing. (Eric)

: PLAN OPENING DAY EVENTS – FESTIVITIES – GUESTS – MEDIA

- Politician's letter drafted and has been sent – follow up with Cindy for assistance. Most politicians will not confirm until one week before event. (Erica)
- Teresa has been confirmed as musical entertainment. (Jean)
- Contact other invitees and coordinate other special events for opening day (Erica)
- Tractor parade is being organized. Bob March can bring 2 tractors – other tractors are being pursued. (Erica)
- Whole Foods and Mountain Dairy need to be contacted to communicate about their presence and any 'freebies' that they intend on having on hand Mountain Dairy will bring the antique truck. (Erica)
- Create detailed 'agenda' for opening day with specific times for each event to occur. (Jean/Erica)

Marketing / Sponsorship

: CONFIRM SPONSORS – PREPARE SPONSORSHIP AGREEMENT, PURSUE OTHER SPONSORSHIPS, EXECUTE SPONSORSHIP RESPONSIBILITIES – TASKS

- Complete the sponsorship request for Whole Foods and Mountain Dairy (commitment, date of events). (Erica)
- Pursue other sponsors by utilizing list of prior Market sponsors. (Michelle/Barbara)
- Execute sponsorship responsibilities. (Erica/Committee)
- Follow up with Highland Park about their involvement. (Erica)

: 'FRIENDS OF MARKET' PROGRAM, MARKET PROGRAM TO CUSTOMERS

- Friends program to remain the same as previously administered. Financial tracking of funds will be necessary. A simple form for friends will be developed to track and serve as receipt (Erica)
- Friends pins, signs – markers for vendors – will be purchased as part of grant funds (Eric)
- Consider a 'gift card' program for later in the season – possibly for October artisans/shopping event. (Committee)

: PREPARE MARKETING MATERIALS – MARKET POSTER, WORK WITH UCONN AND OTHER ARTISTS TO PREPARE GRAPHICS

- Working with UConn art student on recipe cards – recipes forwarded to student. This project can be finalized during Market season. (Erica)
- Event poster text has been prepared and will be combined with Scott Rhodes image that has been received to prepare for printing by mid-May. (Michelle/Erica/Eric)

: EXECUTE MARKETING AND ADVERTISING PROGRAMS AND EFFORTS

- Visit new CT Tourism Department website – register and infill with Market information. (Erica)
- Place summer market banners on Middle/High School and Grammar School fences – get permission from Board of Ed Office (Eric)
- Communicate with local newspapers to have features published in May, shortly before Market. (Erica/Eric)
- Consider other ongoing marketing efforts. (Committee)

: SUPPLIES AND MERCHANDISE LIST – ITEMS FOR VOLUTNEERS, FOR SALE, FRIENDS PROGRAM

- List of items to purchase that are associated with the grant has been completed – contacted Staples and other vendors to make orders of supplies – shirts (volunteer), reusable bags, other items. (Eric/Erica)
- Prepare purchase orders for all purchases and place orders. (Eric)
- Coordinate movement of equipment and supplies to Market Barn or other location for storage. (Eric/Erica)

: LAUNCH SOCIAL MEDIA CAMPAIGN – FACEBOOK, INSTAGRAM, TWITTER

- Continue strong social media presence. (Erica/Michelle)
- Consider photo tagging from submitted images as contest for prizes from sponsors?

: DEVELOP NEW WEBSITE, LAUNCH AND MAINTAIN

- Web developer has been hired and is actively developing the new website. Project completion is expected by mid-May.
- Once foundation of website is established – Pam Miller – volunteer – can assist with infilling materials. (Erica/Eric)

Site Work

: WORK WITH TRAFFIC AUTHORITY AND PARKING VOLUNTEERS TO PREPARE TRAFFIC OPERATIONS PLAN AND EXECUTE EDUCATIONAL CAMPAIGN, CONTRACT WITH TRAFFIC SERVICES/MANAGEMENT COMPANY (Eric)

- Nathan Hale Ancient Fife and Drum Corps as well as Coventry Historical Society will be involved to allow satellite parking for a small fee to assist in fundraising. (Eric/Erica)
- Parking Operations Plan has been developed and was reviewed by parking volunteers 'crew chief'. Finalize graphic and protocols for placement of cones, barriers, signs by

volunteers. Meet with other parking volunteers prior to opening day to confirm protocols. (Eric/Erica)

- Conduct educational and outreach campaign on new traffic and pedestrian operations. (Eric/Erica)
- Hire Traffic Management Companies for in-street management. Prepare purchase order and contracts to provide service to Market. (Eric)
- Coordinate with Police Department for assistance in traffic operations. (Eric)

: DETERMINE MARKET FIELD AND PARKING FIELD SITE PREPARATION NEEDS – CONTRACT NECESSARY LANDSCAPING AND FIELD MAINTENANCE SERVICES TO OCCUR PRIOR TO MARKET SEASON

- Needs stumps removed in back parking field before opening day. Ted is working with Steve Blanchard to address this. (Ted)
- Bill Hoffman submitted a proposal for lawn mowing and it has been accepted by the Town.
- Some site prep work will be pursued on the site in May (aeration, etc.). DPW will be performing work in mid-May – brush clearing around perimeter of Fife and Drum lot, market parking field and fire access, grading of fire access road and main laneway in parking area. Aerator equipment will be loaned to Bill to prep field. A contractor has been identified for fertilizing the market field and a PO will be pursued. (Eric)
- A PO will be prepared for the Port-o-lets. CT Portables gave a very reasonable quote. Five port-o-lets – 3 standard and 2 handicap (one for vendors, one for customers) will be required. (Eric)
- A quote has been received by USA Hauling for waste disposal/removal/recycling. A PO will be prepared for this. (Eric)
- Confirm market field layout – possible consideration of moving band away from barn due to noise concerns – move closer to stone wall – facing market field. (Jean/Erica)

: COMMUNICATE WITH CT LANDMARKS ON POTENTIAL SITE IMPACTS WITH BARN CONSTRUCTION PROJECT

- Dialogue is ongoing as project unfolds – no parking impacts are anticipated. (Ted/Eric)

: PERFORM MOCK SET UP AND TEAR DOWN MARKET DAY PRIOR TO OPENING WEEKEND

- Schedule a day 1-2 weeks before opening day. (Staff/Committee/Volunteers)
- A date will be set for the ‘pinning’ of the vendor spaces in the market field. (Staff/Committee/Volunteers)

: VISIT MARKET BARN TO DETERMINE NEEDS OF BUILDING – CLEAN OUT, LIGHTING, SMALL REPAIRS, ETC.

- CTL has vacated the barn and it is cleaned out. No repairs appear to be necessary – only one light bulb needs to be replaced in the rear storage area.

- WIFI – Eric has received vendor info on getting the equipment to have WIFI on market field for vendors, customers. A PO will be prepared and the Town IT Department will assist with the installation. (Eric)
- Security improvements for the barn to protect stored items has been considered. Fake security cameras and signage will be purchased and installed. (Eric)

Administrative

: EVALUATE AND MANAGE CASH FLOW AND BUDGET WITH FINANCE DEPARTMENT

- Budget accounts are set up with the Finance Department.
- Need to purchase generic receipt book, metal – locking cash box, market logo stamp. (Erica/Eric)
- A volunteer has been found who will perform cash handling at the Market for June and likely beyond.
- A meeting was held with Beth to review cash handling procedures and protocols are understood and will be executed.
- Change for customer purchases needs to be obtained from Finance – a PO has been prepared for this. (Eric)