



**Marshall Area Advisory Board
Wednesday – February 8, 2023
City Hall
7:01pm – 9:13pm**

**Meeting Call to Order - Chair – Patty Parker
Roll Call**

Present: Dan Marsh, Didik Soekarmoen, Patty Parker, Amy Zerbe, Julie Plassman, Julie Koledo, Cody Hart, Cherie Riser, Todd Hazel, Jason Killoran, Margarite Davenport

Absent: Jacob Gates

Approval of Agenda/Additions to Agenda

Moved by Marsh, supported by Soekarmoen that the agenda be approved.

Voice Vote Yea - 10 Nay - 0 Motion Carried

Additions to Agenda: Rules meeting

Approval of Minutes from January 11, 2023 Meeting

Moved by Marsh, supported by Riser that the minutes be approved. Voice

Vote Yea - 10 Nay - 0 Motion Carried

Public Comment:

None

Financial Report:

Margarete Davenport. The MAFM 2023 budget to be adopted by the city in May. Final approval to be discussed at the March meeting. "In kind" donations need to be tracked, should be a line on the Market Manager Report.

Market Manager Report:

Cody Hart. There will be a rules meeting at Marsh's house at 2pm on Saturday, February 11, 2023. The purpose of the meeting is to make the Market Manager's job easier by having a set of rules.

There will be a newsletter coming soon. The Marshall Library will host the May 20 activity for preschool-kindergarten age children with a dance party and face painting booth. They are considering a monthly story time. Hart is looking for someone who is in touch with the area craft community. The second Saturday will be Art at the Market during the Summer Market. Hart will be taking Father's Day weekend off and will be on paternity leave in August/September.

2023 Planning and Prep:

Marshall website is being updated. There will be a page for MAFM. The page will be kept current. The goal is to have the live page ready for the Winter Market.

- A. Manager Training-Has been helpful. MAFM is considered the Gold Standard, is 2x as big as the average market.**
- B. Summer Vendor Application-The board is asked to review the current application and send questions to Hart and/or Parker.**
- C. Presenting to City Council-Tabled till March.**

Committee Reports:

- A. Programs/Activities-Speaker Series that is promotable and of interest to the community would be a reason for the paper to write an article. Marsh has offered to be one of the speakers. The option to be a speaker will be added to the Vendor Application. The Garden Club has shown interest in providing a presentation for three of the Summer Markets, Chefs have shown interest. Special programs would be held on Non-Craft weekends and last 15-30 minutes.**

- B. Rules
- C. Marketing/PR-MAFM website, Newsletter, Facebook (with 6300 followers), Instagram and local newspaper. Look into sponsoring Albion E-News
- D. Fundraising/Sponsorship-Flier updates: List sponsors in all communication. Parker will make updates and send to board members for feedback. Banners with sponsor names may be added to the sided of the Barn? Davenport will get a list of Industrial Park businesses and area Doctors.
Sponsors who donate \$500+ could have their logo on \$5.00 Market Bucks. Advertise Market Bucks for Mother's Day and Father's Day.
Raffle Baskets: Parker has submitted the application for a raffle license. The basket will be awarded to the winner on Farmer's Market weekend in August 12. Tickets will be \$5.00. 1000 tickets will be printed. Ticket will be sold for 5-6 weeks. The value of the basket will be at least \$500.
Market Bucks Match as a fundraiser. Sponsor gives \$1000 and will have their logo printed on the Market Bucks. Attendees can buy Bucks at BOGO till the \$1000 is gone.
Plassman. Something to honor Kathy and Lynn as founders of the MAFM. Need a written history. They are considered the roots of the market, the mothers of our market. Possibly a GoFundMe page.
Proceeds to purchase a bench or something permanent that would match the DDA benches.
Other ideas: Scavenger hunts for Kids/Adults/Family. Participant would buy into the hunt. Picnic Day at the Market-would need a caterer.

Old Business:
None

New Business:

- A. Green Street construction and the lot to the North. Alternative locations: North Jefferson Street. Catholic Church parking lot. Middle School. County Parking Lot. MAFM will be displaced for 6 weeks, June 12-July 24 or possibly mid August. Parker will contact the possible locations.
- B. Next Year's Winter Market:
D'Vine event space is smaller, price unknown
BE Henry is \$130+ snow removal.
Motion was made to continue at BE Henry for upcoming Winter Market

Adjournment moved by Hazel supported by Plassman 9:13pm