



**Marshall Area Advisory Board
Wednesday – March 8, 2023
City Hall
7:03pm – 8:46pm**

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

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

Absent: Julie Plassman, Todd Hazel

Approval of Agenda/Additions to Agenda

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

Voice Vote Yea - 8 Nay - 0 Motion Carried

Additions to Agenda: Budget approval 6a

Approval of Minutes from February, 2023 Meeting

Moved by Koledo, supported by Riser that the minutes be approved.

Voice Vote Yea - 8 Nay - 0 Motion Carried

Public Comment:

None

Financial Report:

Margarete Davenport.

Voice Vote Yea - 8 Nay - 0 Motion Carried

Market Manager Report:

Cody Hart. The Market Conference was useful with networking and many ideas for the speaker series and ideas for other programs. Hart will be working on Social Media strategies. Surveys will continue, the board is asked to bring ideas for survey questions to the next meeting. Traffic on current social media is picking up due in part to photos of vendor products.

2023 Planning and Prep:

- a. Vendors will be invited to the April 12, Pre-Summer Market meeting. A monthly informal meeting will be held after the Market has closed for that day. This will be a QA opportunity and a time for updates.**
- b. March 20 Hart goes before the City Council with presentation.**

Committee Reports:

- a. Programs/Activities-“The Power of Produce” tracks the participant’s activity level to earn points-points are converted to tokens that can be spent at MAFM. Parker will ask Oaklawn Hospital to sponsor this. The Health Endowment Fund will fund the 2024 Speaker Series. Marshall Library has committed to three dates of the Summer Reading Program at MAFM. Marshall Garden Club will give away plants and has committed to three additional programs at which they will provide door prizes.**
- b. Rules-per by laws the MAFM is an agricultural market. MAFM rules are to make the job of the market manager easier and to have clear rules for all to follow, plus to add value to vendors by having regular attendance. Proposal 2-a point system for booth space-in substantial form will be added to vendor guidelines. Koledo will proofread and send to Hart for review.**

Moved by Koledo supported by Killoran

Voice Vote Yea - 8 Nay - 0 Motion Carried

- c. Marketing/PR-Parker will meet with Seth about articles in the paper. Hart will film segments about vendors to post on Facebook, Instagram and YouTube.**

- d. Fundraising/Sponsorship-New sponsor fliers presented. Continue to brainstorm ideas for fundraising events.**

Old Business:
None

New Business:

- a. Potential Grants-Parker will reach out to Michigan Health Endowment Fund to fund the Speaker Series.**

Soekarmoen took the opportunity to thank Parker for her hard work successfully putting together the recent grant. Also thanked Hard for all his hard work, and Davenport for being such a big help. Supported unanimously.

Adjournment moved by Marsh supported by Killoran 8:46pm