



**Marshall Area Advisory Board
Wednesday – November 8, 2023
City Hall
7:04pm-9:29pm**

Meeting Call to Order - Chair – Patty Parker

Roll Call

Present: Dan Marsh, Jason Killoran, Didik Soekarmoen, Julie Koledo, Patty Parker, Amy Zerbe, Cheri Riser, Colleen Haggerty, Cody Hart, Justin Miller-Marshall Parks/Recreation

Absent: Julie Plassman, Deborah Greger, Shannon Atkins, Jacob Gates

Approval of Agenda/Additions to Agenda

Additions: 10. d. Heating/Cooling tent. 12. Fraud.

**Moved by Riser, supported by Soekarmoen that the agenda be approved. Voice
Vote Yea - 7 Nay - 0 Motion Carried**

Approval of Minutes from October 11, 2023 Meeting

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

Voice Vote Yea - 7 Nay - 0 Motion Carried

Public Comment:

None

Financial Report:

Market Ledger/Receipts are sent to William Dopp on a weekly basis. Sales numbers will be available at the December Board meeting. Income for 2023 of \$20,445 from vendor space fees. Programs: Senior Fresh \$290. Senior Bingo \$1030. Kids Program \$2495. SNAP/DUFB \$1620. Total food assistance \$2395. WIC \$485

Market Manager Report/Annual Report:

2023 was a really good year with 50 solid vendors. Foot traffic was down from 2022. (Soekarmoen states that traffic was down at other markets also.) The programs drove the traffic, the Kids program being the best. Senior Bingo paid out \$1,000. The Speaker Series did not go well, may be considered for 2024 in an updated form. The Library partnership had a good turnout. The Harvest Festival was not very big, but will try again in 2024.

Board Member Terms:

a. New Members Welcome to Colleen Haggerty

Committee Reports:

- a. Programs/Activities-The Kids Program currently looking for additional sponsors, new activities are coming together. Senior Program looking for new ideas, will ask Albion to partner with Marshall.**
- b. Rules-Vendor Guidelines and Regulations Koledo will present updates and clarifications at the December Board meeting.**
- c. Marketing/PR-When the community is looking for information about MAFM, FaceBook does not appear to be a viable option for communication. Colleen will contact the paper to print the Market schedule. MAFM will advertise in the paper on a monthly basis. Promote the Market with items that are in season that Vendors will be selling and Market hours. Killoran asks if MAFM will advertise in "Taste the Local Difference" again. Board agrees to do so. A flier is to be put**

- together for the elementary schools in the spring to promote the Market and Kids Program. Olivet College will be contacted in the spring.
- d. Funding/Sponsorship-Heating/Cooling tent for the comfort of Vendors and Visitors will be considered. Will look into a grant for the comfort tent.

Old Business:

Winter Market is going well.

New Business:

- a. Board members are encouraged to attend the Michigan Farmers Market Conference-February 26-27, 2024.
- b. Fraud-Soekarmoen states he has experienced fraud at the Battle Creek and Vicksburg markets in the form of copied of counterfeit coupons and purchases of non-approved products. Discussion of how to prevent counterfeits at MAFM. One option is \$5 top amount on Market Bucks. Another option is Market coins.

Adjournment Moved by Marsh, supported by Riser at 9:29pm