



MARSHAL AREA FARMERS' MARKET – ANNUAL ADVISORY BOARD MEETING
At City Hall – December 13, 2023 at 7:00pm

1. Meeting Call to Order - Chair – Patty 7:05pm

2. Roll Call – Secretary -

Jason Killoran Julie Koledo

Patty Parker Amy Zerbe

Cherie Riser

Deborah Greger Colleen Hagerty

Jacob Gates

Cody Hart

3. Approval of Agenda/Additions to Agenda

Additions____no additions_____

Moved by Greger, supported by Gates that the agenda be approved.

Voice Vote: Yeas____8____ **Nays**____0____

4. Approval of November 8, 2023 Minutes

Moved by Greger, Supported by Riser

Voice Vote: Yeas __8__ **Nays** __0__

5. Public Comment on Agenda Items: none

6. Financial Report The treasurer is out of office at this time

7. Market Manager's Report

Annual Report ready for City

Winter Market November/December attendance averages 163 vs 2022, with a high of 212 and a low of 113. There was an average of 13 vendors with reported sales of \$5434 vs \$3514 in the same period of 2022. Four potential vendors were turned away because of lack of room, in the future they would be offered to set up outside the building, weather permitting. Will ask B.E. Henry building about the cost of using the lower floor, but unsure if the public would go to the other level.

"Donna" has been using an MAFM photo on Facebook. The board is asked to watch for it. All the Spam has been cleared out of the MAFM Facebook account.

WIC/Senior Fresh-Submittal was late, but accepted for reimbursement. There will be a discrepancy in the books due to a math error. Hart has offered to make up the difference, the board advises that it will not be necessary as error do happen.

8. Committee Reports

a. Programs/Activities – committee for Summer Market Programs-Koledo suggests to invite 4H to the market. Brainstorm for activities: Post recipes around the Market.

Fundraiser cookbook. Calendar cookbook, with "what's in season". Kids calendar with black and white drawings to color. There will be a Summer Market meeting in January or February. Work with local Mixologists for recipes using Market ingredients. Hart will forward information to the board about the upcoming conference.

b. Rules – Continue review and update-Koledo has cleaned up the rules, presented to the board and will bring further updates to the January meeting. The board is requested to review previous rules for other items that may need to be updated to the improved format.

A final draft will be available for the February meeting. Parker will create a map for set up/unloading for the January meeting. Hart will create a form for the Vendor reporting slip.

- c. **Marketing/PR**-Google directs viewers to the old website. Hart will kill the old site and set up the new site and ask Google to redirect searches to the new site.
- d. **Funding/Sponsorship**-This will need to be a focus in the spring. : Benefits for sponsors need to be defined. Brainstorming: Benefits for sponsors need to be defined. "Buy" an umbrella with the Sponsors name. Sponsor T-shirts with the date to sell or use as giveaways. Adding sponsor logos on the website. Options will be reviewed in January.

9. Old Business

- a. None

10. New Business

Michigan Farmers Market Conference – Feb. 26-27, 2024

Koledo moved that the Board pay for a hotel room for Hart to use during the MIFMA conference, not to exceed \$150, supported by Greger.

Voice Vote: **Yeas** 8 **Nays** 0

11. Adjournment moved by Zerbe, supported by Hagerty