



**Marshall Area Advisory Board
Wednesday – January 10, 2024
City Hall
7:00pm-8:21pm**

1. Meeting Call to Order - Chair – Patty Parker

2. Roll Call

Present: Dan Marsh, Jason Killoran, Didik Soekarmoen, Patty Parker, Amy Zerbe, Julie Plassman, Cheri Riser, Deborah Greger, Shannon Aitkins, Colleen Haggerty, Jacob Gates, Cody Hart,

Absent: Julie Koledo

3. Approval of Agenda/Additions to Agenda-change: No rules updates as Julie Koledo is absent

**Moved by Riser, supported by Marsh that the agenda be approved. Voice Vote
Yea - 11 Nay - 0 Motion Carried**

4. Approval of Minutes from December 12, 2023 Meeting

**Moved by Marsh, supported by Gates that the minutes be approved.
Voice Vote Yea - 11 Nay - 0 Motion Carried**

5. Public Comment:

None

6. Financial Report:

N/A

7. Market Manager Report

Winter Market:

Attendance at the last Market for 2023 was 240 visitors, first Market for 2024 was 98, with reported receipts of \$5376 and \$2319.35, respectively. There were two no call/no show vendors for the last Market in December. Other vendors were placed outside, two of whom could have been inside if notice had been given to the Market Manager. Hart suggests charging a fee for no call/no show. Marsh moves to implement a rule change that a No Call/No Show at least one hour before the Market opens will incur a loss of booth fee for that day and not allowed to return as a vendor to the Market till that fee is paid. Supported by Killoran. Vendors will be notified by Hart in the next email to vendors. MSU Extension will continue to have a booth once a month for the duration of the Winter Market. Hart, Soekarmoen and Parker will attend the Conference. Hart will not stay at the hotel during the Conference. Hart's certification is good until 2026 and the Conference counts as continued training. Hart had his review with Parker. His goals for 2024 are to increase foot traffic by 10% and to increase vendors by 10%.

8. Committee Reports:

- a. Programs/Activities-Punch cards for frequent visitors, if they get 5 out of 6 punches/stamps they earn \$10 in Market Bucks. Those with 6 punches/stamps will go into a drawing for the Grand Prize (to be determined at a later date. The punch cards will be advertised in the paper, Social Media and the next Market.
A planning meeting for activities is set for January 24 at 7pm.**
- b. Rules-N/A**
- c. Marketing/PR-Hagerty suggests that instead of the Speaker Series that the Market have a booth next to the Market booth for people of interest, such as MSU Extension to set up, at no fee.**

Ideas for Social Media, recipes, feature vendors, programs, engagement surveys, mascot of the month (with sponsorship). Hart is asked to create Facebook Event for each market to keep the feed fresh. Will ask to be added to "Choose Marshall" for each Market. Hart will sit with Zuzga in the next few weeks to set up the new website.

- d. Funding/Sponsorship-Parker will update the Sponsor Flier with suggested changes and asks for additional changes/updates...

9. Old Business:

Market Bucks design for security-suggestions:

Perforated pages like a checkbook

Odd colored paper, not easily accessible to the public

Consecutive numbers printed on Market Bucks

Embossing

Costs will be reviewed

10. New Business:

Michigan Farmers Market Conference-February 26-27, 2024

Parker, Hart and Soekarmoen will attend

11. Adjournment Moved by Marsh, supported by Plassman at 8:21pm