



MARSHAL AREA FARMERS' MARKET – ANNUAL ADVISORY BOARD MEETING
At City Hall – March 13, 2024 at 7:00pm

1. Meeting Call to Order - Chair – Parker at 7:01pm

2. Roll Call – Secretary -

Didik Soekarmoen Julie Koledo
Patty Parker Amy Zerbe Cherie Riser
Deborah Greger Shannon Aitkins Colleen Hagerty Cody Hart
Absent: Dan Marsh Jason Killoran Julie Plassman Jacob Gates

3. Approval of Agenda/Additions to Agenda

Additions _____ no additions _____

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

Voice Vote: Yeas __8__ Nays __0__

4. Approval of February 14, 2024 Minutes

Moved by Aitkins, Supported by Riser

Voice Vote: Yeas __8__ Nays __0__

5. Public Comment on Agenda Items: N/A

6. Financial Report none available

7. Market Manager's Report

Winter Market update-The last two markets had approximately 120 visitors with 11 vendors on 2/17/24 and 7 vendors on 3/2/24. 2/17/24 Market \$3720 was reported by vendors and 3/2/24 \$1965 was reported. On 2/17/24 the Market income was \$246 in the form of booth fees and donations. On 3/2/24 the Market income was \$150. The weather was good on both Market Saturdays.

Applications have been sent to vendors, Hart is working on an online application.

Summer Music schedule is being worked on.

Hart is looking for another produce vendor to replace Willow Garden. Also looking for a Fish Monger and a Mushroom vendor.

An Olive Oil vendor was recommended to Hart-the board does not feel it is a good fit.

Zuzga informed the board at the February meeting that the Library parking lot will be redone some time summer 2024 and it may be necessary for MAFM to find a temporary location.

8. Committee Reports

- a. **Programs/Activities –Summer Market Programs committee update-**Senior BINGO has been updated and if Albion Farmers Market agrees to work with MAFM, a final version will be printed. Sticker ideas were presented to the Board with resounding approval. The sticker art will be available for online purchases on T-shirts. Window clings will be priced and may be available. The Garden Market will be July 13 and the Board hopes to be in the Green Street location.

- b. **Rules** – The embosser for Market Bucks has arrived, looks very good and will increase security.
- c. **Marketing/PR**-Punch card program is going well. Parker will submit an article to the Advisor stating double punches for the last two markets for those who were not able to make it to all the markets.
- d. **Funding/Sponsorship**-Enbridge donated \$5000 to the market to fund Summer Programs. MAFM has applied to Oaklawn for funding of the Kids Program. Parker will apply to the Rotary Club for a grant to fund the Summer Programs. She will also ask Zuzga for contacts in the Industrial Park. MAFM will be sending money back to Senior Millage since it was not all used in 2023. Zuzga suggests we hold the funds and ask Senior Millage if we can use them for 2024. Hagerty will post a map showing where MAFM farms are located and include information on the impact on the area. It will be hung on a banner in the Market booth. Two recipes featuring Market products will be posted at the Market for visitors to take pictures and paper copies will be available.

9. Old Business-N/A

10. New Business

Michigan Farmers Market Conference – recap-The Conference was good with useful information. Hart learned about Social Media ideas to promote the Market. Hart will encourage vendors to take the Cottage Food Guidelines course available online from MSU Extension. 2024 WIC update-all WIC transactions are to be done electronically by the vendors with a device and app from the State of Michigan.

a.

a.) Public Comments on Non-agenda items: N/A

11. **Adjournment**-Moved by Aitkins Supported by Riser at 8:28pm