



MARSHAL AREA FARMERS' MARKET – ANNUAL ADVISORY BOARD MEETING
At City Hall – August 14, 2024 at 7:00pm

1. Meeting Call to Order - Chair – Patty 7:04pm

2. Roll Call – Secretary -

Dan Marsh	Didik Soekarmoen	Julie Koledo
Patty Parker	Amy Zerbe	Cherie Riser
Deborah Greger	Colleen Hagerty	

3. Approval of Agenda/Additions to Agenda

Additions___NA _____

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

Voice Vote: Yeas___7___ **Nays**___0___

4. Approval of July 10, 2024 Minutes

Moved by Greger, Supported by Riser

Voice Vote: Yeas __7___ **Nays** __0___

5. Public Comment on Agenda Items: NA

6. Financial Report NA-Parker and Hagerty will meet with William Dopp to clean up records

7. Market Manager's Report-August has been ok, foot traffic has been decent. 7/6/24 766 in foot traffic, \$10,900 in reported sales. 7/13/24 (Garden Tour) 1126 foot traffic, \$12,000 in reported sales. 7/20/24 (Block Party) 727 in foot traffic, \$8000 in reported sales. 7/27/24 (Blue Grass Festival) 693 in foot traffic, \$8000 in reported sales. 8/3/24 (Motor Fest) 850 in foot traffic, \$12,300 in reported sales. 8/10/24 1154 in foot traffic, \$5650 in reported sales, 90 Kids Bucks issued, \$265 in Kids Bucks redeemed. Vendors have told Hagerty that other markets put up more signs than we currently do. The city will be asked if additional signs may be placed. Youth Program-Coldwater Farmer's Market has a Youth Vendor Program where half of the vendors are youth. National Farmers Market will be contacted for information and help on how to put a program together. Banks and Credit Unions will also be contacted for assistance. Guidelines will be renamed Rules for clarification. Senior Bingo-a customer asked if smaller denominations could be issued, rather than \$10. Senior Bingo will be issued at \$10 increments. Janice from Flash Sanitation contacted Hagerty stating that the port-a-potty at the market has been too dirty to be kept clean due to heavy use. She suggested getting a second potty. After discussion, the board decided to lock the one potty except when the Market is open. American 1 is having a hiring event, would like a booth. They will be told that they can volunteer at the Market and have fliers about the hiring event available. Community Kiosk-Rotary may use it for Rotary information. Transactions at Markets, overall, are going down, but the amount spent per transaction is going up. Soekarmoen states that it is the same at other markets. Sandwich Sign-missing, may be in the City garage?

8. Committee Reports

- a. **Programs/Activities –Review Kids Program-overall sales are up, possibly due to Kids Bucks program, parents spending more time at the Market. New ideas for activities- Salsa, search the Market for ingredients. October activities:10/5/24 Googly Eyes-earn hot chocolate at the hot chocolate bar, 10/12/24 Smores Bar, 10/19/24 Photo Booth and/or Face Painting, 10/26/24 Trick or Treat, Vendors and Volunteers dress up and decorate booths, have customers vote on best costume and best booth.**
- b. **Rules – NA**
- c. **Marketing/PR – Need to collect emails to be in contact with customers, send newsletters...Will start with a clipboard, encourage vendors to collect emails for their own use and have an option for the emails to be shared with the Market, with customers permission. Have tablet available to collect emails at the Market booth. 8/24/24 will have a Door Prize, give the Market email to enter. Tawney will manage the email marketing and take information and posters to campgrounds, library and events at the fairgrounds.**
- d. **Funding/Sponsorship -**

9. Old Business

10. New Business

- a. **Winter Market dates/rental- November has 5 Saturdays, the Market will be open for the first four Saturdays, closed for Thanksgiving weekend. December will have three Markets, the first three Saturdays, closed for Christmas weekend. January through April the Market will be open the first and third Saturdays of the month. Winter Market will be at the BE Henry building. Crafters will be invited to fill in empty booth space for lean Markets.**

11. Adjournment Moved by Marsh, supported by Greger at 8:54pm