

**FARMERS MARKET AD HOC COMMITTEE
MEETING**

Friday, February 12, 2016

Village Hall, Room 101, 1:30 P.M.



PLEASE TAKE NOTICE that a meeting of the Brown Deer Farmers Market Ad Hoc Committee will be held Room 101 at the Village Hall of the Village of Brown Deer, 4800 West Green Brook Drive, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Persons Desiring to be Heard
- III. Consideration of Minutes: January 14, 2016 - Regular Meeting
- IV. Report of Staff/Committee Members
- V. New Business Items
 - A) Farmers Market location for 2016
 - B) Financial Overview & Discussion
 - C) Timeline
 - D) Volunteer Support Options
- VII. Adjournment

A handwritten signature in black ink that reads "Erin M. Hirn". The signature is written in a cursive style and is positioned above a horizontal line.

Erin M. Hirn, Assistant Village Manager
February 9, 2016

**PERSONS REQUIRING SPECIAL ACCOMMODATIONS FOR ATTENDANCE AT THE
MEETING SHOULD CONTACT THE VILLAGE CLERK AT LEAST ONE BUSINESS DAY PRIOR
TO THE MEETING.**

**FARMERS MARKET AD HOC COMMITTEE
NOVEMBER 19, 2015 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Assistant Manager Erin Hirn at 10:06 P.M.

I. Roll Call

Present: Assistant Manager, Erin Hirn; Public Health Sanitarian, Brad Simerly
Citizen Members: Becky Nelson; Colette Dickson
Farmers Market Vendor: Carol Butler

II. Persons Desiring to be Heard

There were no persons desiring to be heard.

III. Consideration of Minutes: December 17, 2015 meeting

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve the minutes from the December 17, 2015 Regular Meeting. The motion carried unanimously.

IV. New Business

A) Farmers Market location for 2016

Mrs. Hirn gave a brief overview of where we were in our search for a site this year. Ms. Nelson suggested Zwaska Funeral Home. Mrs. Hirn was going to broach the owners about use over the summer as well as look into whether there would be road construction during that time. It was decided by all that when filling out the Farm Fresh Atlas information we would put village hall since there has not been a decision on location. Ms. Nelson also suggested after speaking with the vendors that the hours will be the same as last year 9:00 a.m. to 6:00 p.m.

B) Discuss Logo Options

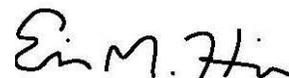
Discussion was held over the option for a permanent logo for the Brown Deer Farmer's Market. It was decided that a final decision will wait until our next meeting and in the meantime Ms. Nelson will speak with Eggers about a possible price reduction.

C) Advertising plan for 2016

Mrs. Hirn went over the possible ways of advertising. It was determined that the only advertising done with the NOW this year would be buying 20,000 impressions for the months of June, July, August, September, and October. There were many other items that were discussed; however, approval needed to wait on the logo design decision. The committee determined the next committee meeting will be on Friday February 12, 2016 at 1:30 p.m.

V. Adjournment

It was moved by Mrs. Dickson and seconded by Mrs. Butler to adjourn at 1:30 p.m. The motion carried unanimously.



Erin Hirn, Assistant Village Manager

Revenues

	<u>Brown</u>	<u>Deer</u>	<u>Farmers</u>	<u>Market</u>	2015		2016	
					<u>Final</u> <u>Actual</u>	<u>Projected</u>	<u>Actual</u>	
Two stalls						\$3,750.00		
Three stalls						\$325.00		
Weekly Vendors						\$1,020.00		
Total Revenues					\$5,685.00	\$5,000.00		\$0.00
Expenditures								
Advertisement					\$940.55	\$1,000.00		\$100.00
Program Supplies & Equipment					\$3,417.50	\$2,500.00		\$761.72
Office Supplies					\$843.42	\$500.00		\$0.00
Total Expenditures					\$5,201.47	\$4,000.00		\$861.72
Revenues Over/Expenditures					\$483.53	\$1,000.00		-\$861.72
Fund Balance					\$13,756.30	\$14,756.30		\$13,973.65

Timeline

February	
Date	Activity
2/22/16	Design Logo (need for magazine by 3/1)
2/22/16	Determine Location
2/22/16	Check Lynn's Schedule

March	
Activity	Date
Order market promo material	3/15/16
Promote gathering performers	
Send out Vendor Requests	

April	
Date	Activity
4/15/16	Print & Distribute flyers/posters
	Map out vendor set up

May	
Activity	Date
Finalize Performers/Event Activities	
Send vendors a map of the new site	

Economy Fold-in-Half Table - 48 x 24"



Enlarge

Set up in seconds for extra room at parties or picnics.

- Blow-molded polyethylene top.
- Adjustable height at 23", 29" and 33" with locking steel legs.
- Folds in half to 4" thickness. Convenient carry handle. 200 lb. capacity.



MODEL NO.	DIMENSIONS L x W	SHAPE	CAPACITY (LBS.)	PRICE EACH		ADD TO CART	
				1	4+	<input type="text" value="1"/>	<input type="button" value="ADD"/>
H-4208FIH	48 x 24"	Rectangle	200	\$79	\$69		

SHIPS ASSEMBLED VIA UPS



Folding Shopping Cart Jumbo Size Basket with Wheels for Laundry Grocery Travel

Watch This Item >

Email A Friend >



41.75"H x
24"W x
21"D.

\$30

Farmer's Market Revenue '15

Donation	\$13,272.77
Stall Fees	\$5,905.00
Total Revenue	\$19,177.77

Advertising Campaign

2016

6' Table Cloth w/ logo Buyshade.com	\$ 185.00
Folding Shopping cart	\$ 30.00
Table	\$ 79.00
10x10 tent with logo Buyshade.com	\$ 25.29
Logo with Eggers Sign	\$ 1,100.00
Advertising	\$ 100.00
bags	\$ 1,095.00
Total Expenses	\$ 2,614.29

Donations	
Wheaton Franciscan	\$ 300.00
Pastiche	\$ 300.00

Total Revenue	\$ 600.00
Total	\$ 2,014.29

April						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
7:● 14:● 22:○ 29:●						

May						
Su	Mo	Tu	We	Th	Fr	Sa
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22	23	24	25	26	27	28
29	30	31				
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June						
Su	Mo	Tu	We	Th	Fr	Sa
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
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July						
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17	18	19	20	21	22	23
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31						
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August						
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28	29	30	31			
2:● 10:● 18:○ 24:●						

September						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
1:● 9:● 16:○ 23:● 30:●						

June 15	Free Bags	July 13	Free Ice Cream
June 29	Performers	September 28	Last day treat
July 20, 27	Performers		
August 10, 17, 24	Performers		