

**FARMERS MARKET AD HOC COMMITTEE  
MEETING**

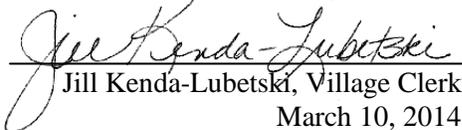
**Thursday, March 13, 2014**

**Village Hall, Room 101, 10:00 A.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. Report of Staff/Commission Members
- IV. Unfinished Business
- V. New Business Items
  - A) Promotional activities and items
  - B) Farmers Market Bylaws
  - C) Registration Form
  - D) Vendor pricing
  - E) Possible site locations
- VII. Adjournment

  
Jill Kenda-Lubetski, Village Clerk  
March 10, 2014

**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  
FEBRUARY 6, 2014 MEETING MINUTES  
HELD AT THE BROWN DEER VILLAGE HALL  
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Committee Chairperson Becky Nelson at 10:00 A.M.

**I. Roll Call**

Present: Health Officer, Jamie Kinzel; Assistant Manager, Matthew Janecke; Citizen Members: Becky Nelson and Colette Dickson; Farmers Market Vendor, Carol Butler

**III. Persons Desiring to be Heard**

**IV. Report of Staff/Committee Members**

Ms. Nelson reported a number of vendors have been in contact with her regarding the location of the market.

**V. Unfinished Business**

**VI. New Business**

**A) Promotional activities and items**

Ms. Nelson reported she will continue conducting her normal activities with signs and Facebook posts but would like to improve on some of the activities that took place in the past. The market can be enhanced by promoting the market at the school district, in the local newspaper and post to the Local Harvest website. Ms. Dickson brought up the possibility of having flags at the Farmers Market when it is taking place. Mr. Janecke agreed it may be a nice amenity that would attract market goers but would check the Village's zoning code to see if they are allowed.

A conversation ensued about other promotional activities and items. It was also determined that the Farmers Market should include picnic table and garbage cans to attract a lunch time users and to keep the Market free from debris because the only garbage can is located next to the porta-potty.

**B) Rules and regulations of the Farmers Market**

Mr. Janecke presented the Rules and Regulations that were used in years past and suggested that the committee should make changes that would reflect the new direction of the market, if the committee agrees. A conversation ensued and it was decided some of the pertinent information should be changed to reflect the new location at the American TV parking lot, and also the hours of operation to 7:30 a.m. to 5:30 p.m., allow a greater variety of items, and that reimbursement will be at the digression of the Market Manager – Ms. Nelson. Mr. Janecke and Mrs. Kinzel will work together to come up to a set of rules that will reflect the direction of the market.

**C) Possible changes to the ordinance to allow other sellable goods**

Mr. Janecke reported since the preparation of the agenda, it was determined this item will be addressed in the Rule and Regulations and Bylaws of the market. Mr. Janecke and Mrs. Kinzel will also come up with bylaws to present to the committee at the next meeting. The committee agreed.

**D) Assignment and responsibilities of committee members**

*No discussion took place on this agenda item.*

**E) Chairperson Responsibilities**

The committee agreed the Chairperson will also be the Market Manager and will be the main point of contact for the Farmers Market. The Market Manager shall also visit the market during the market day.

**F) Farmers Market Fees**

Mrs. Kinzel presented the information she found on area Farmers Market, and it appears our market is right in line with other nearby markets. Ms. Butler agreed that she does not think the vendors will be willing to pay much more in order to attend.

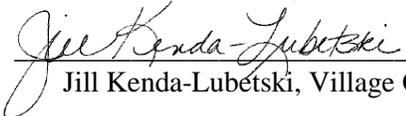
**G) Adoption of the 2014 Farmers Market Budget**

Mr. Janecke presented a budget that took into consideration last year's approximate budget and included a number of expenditures that resulted in \$1,392 surplus. A discussion took place about the amount of supplies the market will need in order to operate and it was decided a \$1,000 expenditure item will be included in the budget resulting in a \$391 surplus.

*It was moved by Ms. Dickson and seconded by Mrs. Kinzel to the budget as amended to include a \$1,000 expenditure for supplies. The motion carried unanimously.*

**VII. Adjournment**

*It was moved by Chairperson Nelson and seconded by Ms. Butler to adjourn at 11:24 p.m. The motion carried unanimously.*

  
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Jill Kenda-Lubetski, Village Clerk