

**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
Citizen Members: Becky Nelson, Colette Dickson
Farmers Market Vendor: Carol Butler
Volunteers: Lynne Leonard

II. Persons Desiring to be Heard

There were no persons desiring to be heard.

III. Consideration of Minutes: September 28, 2015 meeting

It was moved by Ms. Dickson and seconded by Mrs. Butler to approve the minutes from the September 28, 2015 Regular Meeting. The motion carried unanimously.

IV. Report of Staff/Committee Members

None.

V. New Business

A) Farmers Market location for 2016

Mrs. Hirn reported that Ms. Nelson placed a question on Facebook asking resident's their ideas of where the Farmer's Market should be. We received some interest from the school district to have our Farmer's Market over there. There was also talk about it being held in Celebrations parking lot and the Dean's school parking lot. The discussion changed to possibly changing the hours and day that we hold the farmer's market. Ms. Nelson is going to mail out a questionnaire to the farmer's as well as pose the question on Facebook to the resident's in order to find what days and times would be best suited for the Brown Deer Farmer's Market. Ms. Nelson informed the group that our location needs to be determined by January 15, 2016 in order to be placed in the Farm Fresh Atlas for next year. Ms. Nelson will be completing the application and there is no cost to this addition. Mrs. Hirn confirmed that she would speak to Dr. Kerr and invite her to the next committee meeting regarding Farmer's Market placement. Ms. Leonard also suggested having the farmer's market at a time when residents would be able to attend with their families may bring a larger crowd. Ms. Dickson was worried about losing customers from outside Brown Deer. Mrs. Butler was also concerned about the farmers who may gather crops in the afternoon. Further research will be done before making a decision on schedule change.

B) Website and advertising plan for 2016

Discussion ensued around getting our calendar finalized in advance and scheduled music so that in April when the Magazine comes out we have everything up to date. Spoke along coming up with a Brown Deer Farmer's Market logo. Ms. Nelson said she would speak to a friend who lives in Brown Deer who might like to come up with something for us. Mrs. Hirn also mention the possibility of buying cloth bags with this new logo printed on it. There were also more ideas about advertising and potential hour changes. The thought of bringing more child education to the Farmer's Market was broached using the Power of

Produce program.

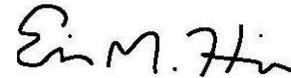
C) End of year wrap-up

Discussion was held on how well the Farmer's Market ended and thoughts about how this could change in following years. Some issues that were mentioned included the lack of variety in vendors, the inability to provide electricity, and the instability of a location.

The committee determined the next committee meeting will be on December 17, 2015 at 10:00 a.m.

VI. Adjournment

It was moved by Mrs. Hirn and seconded by Ms. Nelson to adjourn at 11:17 a.m. The motion carried unanimously.



Erin Hirn, Assistant Village Manager