

**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 10:07 A.M.

I. Roll Call

Present: Assistant Manager, Erin Hirn; Manager, Michael Hall; School District Facility Director, Jodi Smeiska; Assistant Superintendent, Christie Odenwald.

Citizen Members: Becky Nelson

Farmers Market Vendor: Carol Butler

II. Persons Desiring to be Heard

Mrs. Hirn introduced Jodi Smeiska and Christie Odenwald from the school district to speak regarding potentially using their parking lot for the 2016 farmer's market season.

III. Consideration of Minutes: November 19, 2015 meeting

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve the minutes from the November 19, 2015 Regular Meeting. The motion carried unanimously.

IV. Report of Staff/Committee Members

None.

V. New Business

A) Farmers Market location and operation time/day for 2016

Ms. Nelson reviewed the feedback from Brown Deer residents as well as the vendors and after much discussion it was determined that the Brown Deer Farmer's Market would stay on Wednesdays. Mrs. Butler said many vendors had experienced Sunday markets and said that it did not fare well for the vendors. It was also determined that we would be starting the market on June 15, 2016 and going until October 26, 2016. The hours will be changing to opening at 10:00 a.m. and staying open until 7:00 p.m. There was discussion about the vendors not staying that long and it was decided that we will make sure to include in the application packet that vendors must stay until 7:00 so that we are not producing false advertising and giving residents a chance to stop by after work. Since the decision was made to continue Wednesday market days the option for using the Brown Deer High Schools parking lot was negated. Further discussion was held around the proper location for the farmer's market. It was decided to look further into the DDR past park & ride lot as well as the Wheaton Franciscan lot on Brown Deer Road. Final decision needs to be made before January 15, 2016 for advertising purposes.

B) Website and advertising plan for 2016

Mrs. Hirn started the discussion with determining what bags we would go with for the 2016 market. It was determine that 500 of the non-woven boat tote would be purchased and sold at the farmers market. Ms. Nelson said she would speak to Mrs. Leonard about possibly taking that over. Mrs. Hirn suggested possibly finding sponsorship from companies in the village for these bags and will be looking into that further. Further discussion was had on being present at the Vibes & Eat & Greet to generate further awareness. Mrs. Hirn is going to look at pricing and styles of pop up tent and table cloth as well as table

and set up kit for Mrs. Leonard to use if she decides to sell the bags for us. We also spoke about a story being written about the creation of the Brown Deer Farmer's market with that thought that Mrs. Leonard would be able to add some insight to an article we could possibly get into the now. Ms. Nelson said that she had spoken with Eggers regarding creating a permanent logo for the farmers market. Mrs. Hirn said that she would get some other quotes just to see how they compare. Mrs. Hirn also brought up getting a permanent sign possibly from Tapco and said she would look further into it for prices and products.

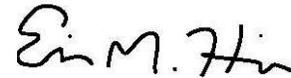
C) Discuss Performers for next year

Discussion was held on performers for next year. Mrs. Butler said she would speak with someone regarding demonstrations. There was also discussion about getting the school more involved Mrs. Hirn said she would speak with Schlitz Audubon about how they would like to participate next year.

The committee determined the next committee meeting will be on January 14, 2015 at 10:00 a.m.

VI. Adjournment

It was moved by Ms. Nelson and seconded by Mrs. Butler to adjourn at 11:30 a.m. The motion carried unanimously.



Erin Hirn, Assistant Village Manager