

**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

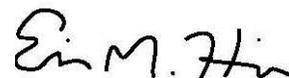
Discussion was held over the option for a permanent logo for the Brown Deer Farmer's Market. It was decided that a final decision will wait until our next meeting and in the meantime Ms. Nelson will speak with Eggers about a possible price reduction.

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