

**FARMERS MARKET AD HOC COMMITTEE
February 12, 2015 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Mrs. Hirn at 1:40 P.M.

I. Roll Call

Present: Erin Hirn, Assistant Manager

Citizen Members: Becky Nelson, Colette Dickson

Farmer: Carol Butler

Volunteer: Holly Pett

II. Persons Desiring to be Heard

Mrs. Holly Pett introduced herself as a resident of Brown Deer interested in becoming involved in the Farmers Market.

III. Consideration of Minutes: January 14, 2016

It was moved by Ms. Nelson and seconded by Mrs. Dickson to approve the minutes from the January 14, 2016 Meeting. The motion carried unanimously.

IV. New Business

A) Farmers Market Location for 2016

Mrs. Hirn mentioned the areas the market reached out to for a location this year and the likelihood that the market will be held at the DDR property west of Green Bay Road south of Applebee's. The contract has not been signed; however, the conversation has been started and is heading in a positive direction.

B) Financial Overview & Discussion

Mrs. Hirn briefly went over the finances from last season, the projected for this season and the desires of the committee for this year. Further discussion ensued. There was a unanimous approval for the following purchases:

| | 2016 |
|-------------------------------------|--------------------|
| 6' Table Cloth w/ logo Buyshade.com | \$ 185.00 |
| Folding Shopping cart | \$ 30.00 |
| Table | \$ 79.00 |
| 10x10 tent | \$ 25.29 |
| Logo with Eggers | \$ 1,100.00 |
| Sign | \$ 1,242.81 |
| Advertising | \$ 100.00 |
| bags | \$ 1,095.00 |
| Total Expenses | \$ 3,857.10 |

Ms. Nelson also mentioned that she still believes the farmer market should have its own domain name.

C) Timeline

Mrs. Hirn went over the timeline and asked for suggestions from the group. Ms. Nelson verified that she received many requests from performers and new vendors about next season. There was discussion regarding making monthly themes for the Farmer's Market. Ms. Nelson also informed the group that Mr. Eggert has been told to go forward with creating an official logo for the farmers market. He has lived in the village for many years and the committee is confident that he will create a logo that embodies Brown Deer. Mrs. Hirn informed Ms. Nelson that we need our logo completed and approved by the committee before the end of the first week in March. Becky will start to reach out to performers and send out vendor applications in March as well.

D) Volunteer Support Options

Mrs. Pett offered to help hand out flyers as well as use her connections to find more vendors with a broader variety than what we already have. Her husband is an executive chef at La Merenda and they have many connections to local fresh food vendors.

The next meeting was scheduled for March 25, 2016 at 1:30 pm.

V. Adjournment

It was moved by Mrs. Hirn and seconded by Ms. Nelson to adjourn at 2:20 p.m. The motion carried unanimously.



Erin Hirn, Assistant Village Manager