

**FARMERS MARKET AD HOC COMMITTEE
March 25, 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 1:30 P.M.

I. Roll Call

Present: Erin Hirn, Assistant Manager

Citizen Members: Becky Nelson, Colette Dickson

Farmer: Carol Butler

Volunteer: Lynn Leonard

II. Persons Desiring to be Heard

None

III. Consideration of Minutes: February 12, 2016

It was moved by Mrs. Butler and seconded by Mrs. Dickson to approve the minutes from the February 12, 2016 Meeting. The motion carried unanimously.

IV. New Business

A) Farmers Market Location Update

Mrs. Hirn confirmed that the market will be held at the DDR property west of Green Bay Road south of Applebee's. The contract has been signed. There are minor details to still go over; however, we can now start advertising for our summer opening.

B) Financial Overview & Discussion

Mrs. Hirn briefly went over the current finances.

C) Approve purchase of Farmer's Market Sign from Optimum Signs

Mrs. Hirn went over the request to purchase a sign for the farmers market.

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve purchase of Farmer's Market Sign from Optimum Signs. The motion carried unanimously.

D) Approve purchase of Farmers Market Bags & Table cover

Mrs. Hirn reviewed the finances regarding the bags as well as how and when they will be distributed.

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve purchase of Farmer's Market bags & table cover. The motion carried unanimously.

E) Logo, Advertising, & Sponsor Update

Mrs. Hirn showed the new logo for the Brown Deer Farmer's Market and discussed different ways we could market it this season. A sponsor update was given bringing the total to three sponsors including

Roundy's, Pastiche, and Wheaton Franciscan. We also are receiving the DDR site for free and Columbia St. Mary's will be attending the Farmer's Market to conduct blood pressure screenings. Mrs. Hirn discussed her meeting with the Wisconsin Farmers Market Association Director and had come out with a few concepts that could benefit the market. Two of the major points included minimizing the hours the farmers market is open and sending out application November or December of the prior year.

F) Farmer's Market & Promotion Program Grant Application

This topic was taken off the agenda since it had been decided not to apply for the grant.

G) Information Tent Utilization

Mrs. Hirn brought up the topic of how the tent would be utilized over the summer at the Farmer's Market. Further discussion ensued regarding surveying the vendors, customer dot survey, and getting the school involved. Mrs. Hirn said she would do more research regarding an EBT card reader.

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve purchase of Farmer's Market bags & table cover. The motion carried unanimously.

The next meeting was scheduled for April 29, 2016 at 1:30 pm.

V. Adjournment

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



Erin Hirn, Assistant Village Manager