

**FARMERS MARKET AD HOC COMMITTEE
APRIL 23, 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 10:10 A.M.

I. Roll Call

Present: Assistant Manager, Erin Hirn; Health Director, Ann Christiansen;
Mary Witman

Citizen Members: Becky Nelson, Colette Dickson

Farmers Market Vendor: Carol Butler

Excused: Colette Dickson

II. Persons Desiring to be Heard

There were no persons desiring to be heard.

III. Consideration of Minutes:

Last meeting was a work session so there are no meeting minutes.

IV. Report of Staff/Committee Members

Mrs. Hirn went over map and construction that was taking place at the farmer's market location 4747 W. Bradley Road, Brown Deer, WI. Also, made mention of Brown Deer Farmer's Market ad in Our Brown Deer Magazine.

V. New Business

A) Promotional activities and items

Ms. Nelson discussed banners and suggested we look at the ordinance to determine how many banners the farmer's market is allowed. Mrs. Hirn said she would follow up with Mr. Piotrowski to get the exact amount. Ms. Nelson also thought it would be good to put a banner at old farmer's market location to direct people to the new location. Also, discussion was held over moving the tents back to the front of the old Salvation Army. Advertising was discussed and it was determined to use Ms. Nelson's pictures and order 500 flyers and 25 posters that would be distributed. Mrs. Hirn explained information regarding the SNAP program and being able to incorporate it into the Brown Deer's farmers market. Due to information that was gathered prior to this meeting there looks as if a person would need to be at the farmers market all day in order to provide this service. There will be further discussion of this at our next meeting if we decide to go forward.

B) Vendor List

Ms. Nelson had the vendor list all set and just needed to print applications and mail them out. Discussion continued on potentially giving vendors a discount because of the construction. The final decision was to not since we do have a relatively low rate.

C) Farmers Market Coalition

Instead of speaking about the Farmers Market Coalition we turned to Ms. Christiansen who will set a date the Northshore Health Department will have a tent (later decided as July 8). She said there will be no

immunizations given at the market because of multiple restrictions they would face. **Ms. Nelson had the final application ready and it was approved by the health department with updated rules.**

D) Status update of the market

Ms. Nelson had done research on where to promote the farmer's market and it was determined that the Shepherd Express, Boomers, and Fox 6 were being looked at currently; however, more research would be done. The committee determined the next committee meeting will be on May 14th at 10:00 am.

VI. Adjournment

It was moved by Mrs. Hirn and seconded by Ms. Nelson to adjourn at 11:31 p.m. The motion carried unanimously.



Jill Kenda-Lubetski, Village Clerk