

**FARMERS MARKET AD HOC COMMITTEE
JUNE 25, 2015 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Erin Hirn at 10:20 A.M.

I. Roll Call

Present: Erin Hirn, Assistant Manager; Brad Simerly, Sanitarian; Ann Christiansen, Health Department Director

Citizen Members: Becky Nelson

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: May 20, 2015

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve the minutes from the May 20, 2015 Meeting. The motion carried unanimously.

IV. Report of Staff/Committee Members

Mr. Simerly discussed the latest issues with the lady grilling at the farmers market. He emphasized how all the issues were easily fixed and that she does have a licensed kitchen.

V. New Business

A) Advertising

Both Ms. Nelson and Mrs. Butler expressed the need for better signage stating that customers have had problems seeing our current signs. Ms. Nelson then suggested flag banners and Mrs. Hirn said she would look into them and verify through the village ordinance on allowable signs. There was also discussion on saving the money for new signs until next year since we will hopefully be at the Bradley Road location.

B) Promotional Activities and items

Mrs. Hirn verified the list of promotional activities that had been scheduled and will bring a list for the committee member's next meeting. Mrs. Hirn also suggested that the farmers market apply for the Power of Produce Club which includes activities to get kids involved in the farmers market and is sponsored by Chipotle.

C) Entertainment

Ms. Nelson spoke about the intended space for the musicians. Everyone agreed that the performances so far have been a success. Mrs. Hirn verified that the musician's checks would be cut the Friday after their performance. Ms. Nelson also stated that she would email each musician a map of where they would be setting up.

D) Budget

Mrs. Hirn showed where the farmers market was budget wise and how there are less vendors then last year, which has caused us to be slightly over budget. Ms. Nelson assured Mrs. Hirn that there was extra money that she would be give her in the next few weeks that might make up for our slight loss.

E) Volunteers

Ms. Nelson suggested that Lois Dolan's daughter would like to get involved if not be a member on the board. Mrs. Hirn informed the committee that she would look into the resolution regarding the farmer's market committee members and let the committee know if people living outside the Brown Deer borders can be involved in the committee. Further research will be conducted.

The next meeting was scheduled for July 23, 2015 at 10:00 a.m.

VI. Adjournment

It was moved by Mrs. Hirn and seconded by Ms. Nelson to adjourn at 11:25 a.m. The motion carried unanimously.



Erin Hirn, Assistant Village Manager