

**FARMERS MARKET AD HOC COMMITTEE  
MAY 20, 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 2:10 P.M.

**I. Roll Call**

Present: Erin Hirn, Assistant Manager; Mary Witman, health department

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: April 23, 2015**

*It was moved by Mrs. Hirn and seconded by Ms. Nelson to approve the minutes from the April 23, 2015 Meeting. The motion carried unanimously.*

**IV. Report of Staff/Committee Members**

None

**V. New Business**

**A) Advertising**

Mrs. Hirn discussed the current location we've advertised including M Magazine, Boomers, Shepard Express, North Shore Now, as well as through yard signs, flyers, and posters. We have spent \$2,164.40 so far on advertising which is about \$350 less than last year. Due to our savings in printing this year from our new relationship with FIS Copy Services, the farmers market has been able to afford more print and digital ads.

**B) Promotional Activities and items**

Mrs. Hirn discussed the need to put flyers on cars in parking lots. Ms. Nelson would like to do this the week before (June 3<sup>rd</sup>). Mrs. Hirn also brought a list of locations to drop off posters and flyers. Ms. Nelson, Ms. Witman, and Mrs. Butler discussed and added new places to visit the week before the first farmers market. Ms. Nelson also verified that she would bring out the rain barrel that the farmers market purchased every Wednesday morning. Mrs. Hirn then verified that DPW was going to bring it in every afternoon at about 2:30 pm. Mrs. Hirn also had sample post cards to send to other farmers from the surrounding area. Ms. Nelson suggested that we give them a discount if they include the post card with their application. There was a consensus and Mrs. Hirn will work on ordering them from FIS Copy Services.

**C) Entertainment**

Ms. Nelson went over the three entertainers we have so far which include a trumpet player (Charles Love) who we will have perform three times this year, guitar player/singer Twila Bergeron, and David Kasik.

Mrs. Hirn also presented the opportunity for Shawn Lynn to do a book reading the first week in August for fire prevention month along with the North Shore Fire Department who will have a safety house for kids to go through for fire education. We also discussed doing free ice cream on August 5<sup>th</sup> with Cedar Crest.

#### **D) Budget**

Mrs. Hirn discussed how the farmers market is staying within its means. Currently, the expenses equate to \$3,503.95 and our projected amount was \$4,122.40. The revenue is currently \$2,125 with 6 spots filled. It is expected that this should increase to \$5,200. At the end of the year it is hopeful that the fund balance will be above \$15,000.

#### **E) Volunteers**

Mrs. Hirn discussed the need for volunteers and entertainers at the farmers market. Ms. Nelson suggested that we put posters up for entertainers at the high school since the kids will be out of school for the summer we're running out of opportunity to find talent within the schools. She also suggested for volunteers we put up posters at the Community Center and have Mr. Thompson discuss it at the next senior meeting.

#### **VI. Adjournment**

*It was moved by Ms. Nelson and seconded by Mrs. Butler to adjourn at 3:40 p.m. The motion carried unanimously.*

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Erin Hirn, Assistant Village Manager