

**FARMERS MARKET AD HOC COMMITTEE  
FEBRUARY 22, 2018 MEETING MINUTES  
HELD AT THE BROWN DEER VILLAGE HALL  
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Mrs. Hirn at 10:00 A.M.

**I. Roll Call**

Present: Erin Hirn, Assistant Manager, Becky Nelson, Carol Butler, Holly Pett  
Volunteer: Jim Liermann

**II. Persons Desiring to be Heard**

None

**III. Consideration of Minutes: January 25, 2018**

*It was moved by Mrs. Butler and seconded by Ms. Nelson to approve the minutes from the January 25, 2018 Meeting. The motion carried unanimously.*

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

Mrs. Hirn reported the payment of event insurance came to \$275 through Campbell Risk Management compared to \$500 in previous years when lumped with other village events through HUB International.

**V. New Business Items**

**A) DDR Contract**

Mrs. Hirn presented a signed contract with DDR for this year farmers market location to be held in the parking lot of the Brown Deer Shopping Center south of Firehouse Subs. Mrs. Hirn mentioned that the land is currently for sale and will require further communications with the new owners to potentially continue the farmers market at this location.

**B) Pre-Farmers Market Schedule**

Mrs. Hirn went over the desired schedule in preparation for the upcoming market. Ms. Nelson noted that the applications say that the applicants have until May to apply. Mrs. Hirn stated that the Committee will still review the list of vendors on April 19<sup>th</sup> and will be updated if vendors have applied after. Vendor acceptance letters will be sent out May 1<sup>st</sup>, 2018.

**C) Merchandise**

Mrs. Hirn presented the two promotional items that we decided on last meeting including to go utensils and growable planters. Both items should be arriving at village hall in time for the Eat & Greet event.

**D) Advertising**

Mrs. Hirn went over the list of potential advertising. It was discovered that Glendale does not have a Farmers Market and therefore it was agreed upon by the committee to advertise in the Nicolet Recreation catalog. Brown Deer will have a full-page summer bulletin ad that comes to \$200. It was also determined that it would be best to advertise in the Shepherd newsletters instead of paying for a \$500 ad which has been done in previous years. Mrs. Hirn will reach out to the Shepherd representative and discuss the options. Discussion ensued regarding advertising at bus stops. Mrs. Hirn will be looking in to the bus stops the village owns and how much it would cost to put in an ad unit.

**E) Intern Update**

Mrs. Hirn noted that there have only been three interns who have applied for the position. There will be interview and the interns will start training on June 1, 2018.

Next meeting is scheduled for April 19<sup>th</sup> at 10:00 a.m.

**A. Adjournment**

*It was moved by Mrs. Butler and seconded by Mrs. Pett to adjourn at 10:40 a.m. The motion carried unanimously.*



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Erin Hirn, Assistant Village Manager