

**FARMERS MARKET AD HOC COMMITTEE
SEPTEMBER 27, 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 8:00 A.M.

I. Roll Call

Present: Erin Hirn, Assistant Manager, Carol Butler, Holly Pett

Absent: Becky Nelson

II. Persons Desiring to be Heard

None

III. Consideration of Minutes: August 30, 2018

It was moved by Mrs. Butler and seconded by Mrs. Pett to approve the minutes from the August 30, 2018 Meeting. The motion carried unanimously.

IV. Report of Staff/Committee Members

Mrs. Hirn read over the email sent from Chloe Green, an Advocacy/Research Operations Specialist with the Kaufman lab for the Study & Design of Food Systems & Marketplaces which was received on September 25th. It proposed creating Brown Deer's Farmers Market as the "model market" for a program that would help a market be more accessible to people who qualify for incentive programs. This would include providing an EBT machine to be on site along with a person who is familiar with the incentive programs and could sign people up for Quest Cards at the market. They would also be able to help further promote the market with incentives and advertising. This program is just in the planning stages and will be updated to the committee once more information becomes available.

Mrs. Hirn also discussed with the committee a more stable meeting date to be the 4th Thursday of every month at 8:00 a.m. except for November which will be the only month without a meeting. It was approved by the committee.

V. New Business Items

A) Financial Review

Mrs. Hirn went through current finances. Revenues have already reached \$8,048 which is above the projected amount this year. Expenditures have reached 118.31% of the budgeted amount. The farmers market is still sitting on a fund balance of around \$20,238.85.

B) 2019 Budget

Mrs. Hirn reviewed the 2019 Budget. The major increase will be the salary from \$900 to \$3,000 to be in par with what we are paying our interns annually.

C) Advertising

Mrs. Hirn reviewed the upcoming advertising which included a 48 x 96 white 3M Permanent Vinyl-Matte, High resolution mounted on PVC for a total of \$371.36 which would promote both the summer farmers market and the winter market for around five years as well as a ¼ page ad in the Nicolet Park & Recreation bulletin which would cost \$50.

It was moved by Mrs. Butler and seconded by Mrs. Pett to approve the fall advertising costs. The motion carried unanimously.

D) Winter Market Application Review

Mrs. Hirn presented the committee with the current applicants. All the applicants who already applied were approved including Beads & Bags, Young Living Essentials, July Cat, and Laura Kozicki. After a brief discussion it was determined that those who pay upfront will be considered first and those who have

not paid will not get considered until payment. Mrs. Hirn verified that she would contact those who have not paid and explain that they will not be considered until payment is made.

Next Scheduled meeting will be Thursday October 25th at 8:00 a.m.

A. Adjournment

It was moved by Mrs. Pett and seconded by Mrs. Butler to adjourn at 8:34a.m. The motion carried unanimously.

Erin M. Hirn

Erin Hirn, Assistant Village Manager