

**FARMERS MARKET AD HOC COMMITTEE
OCTOBER 6, 2016 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
Absent: Colette Dickson
Volunteer: Holly Pett

II. Persons Desiring to be Heard

None

III. Consideration of Minutes: August 25, 2016

It was moved by Mrs. Butler and seconded by Ms. Nelson to approve the minutes from the August 25, 2016 Meeting. The motion carried unanimously.

IV. Report of Staff/Committee Members

Ms. Nelson said that quite a few vendors were interested in a winter farmers market and was wondering if we could have it at the Brown Deer Public Library. Mrs. Hirn said that she would look into and speak with the Director.

V. New Business

A) Financial Overview & Webpage Analytics

Mrs. Hirn review the current finances and page hits for browndeerfarmersmarket.org. Mrs. Hirn also reported that she was able to find insurance for \$275 from the \$500 that was charged this year.

B) Approval of Job Notice and Hiring Intern for 2017 Market at \$10.00/hour

Mrs. Hirn reviewed the job description for the summer intern. Further discussion was held regarding the position. It was unanimously decided that the application will go out February 1, 2017 and hire date will be April 15, 2017.

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve the job notice and hiring intern for 2017 market at \$10.00/hour. The motion carried unanimously.

C) Survey Update

Mrs. Hirn indicated that there were very few surveys returned. Further discussion will continue at the next meeting.

D) Determine dates for 2017 Performers

Mrs. Hirn produced a new performer application with the possible dates for 2017. These dates were approved by the committee.

E) Approval of Advertisement for December Magazine Issue

Mrs. Hirn showed an advertisement to go out in the magazine for craft vendors, performers, and summer intern. Small formatting changes were discussed. Mrs. Hirn said she would take care of the changes before the ad went to the printer.

It was moved by Ms. Nelson and seconded by Mrs. Butler to approve the advertisement for the December Magazine Issue. The motion carried unanimously.

F) 2017 Application Schedule

Discussion was held regarding application schedule. It was determined that applications will be sent out February 1, 2017 and be due back by April 15th. It was also determined that there will be a notice sent out to vendors that all money needs to be mailed to Village Hall and that there will be no same day collection.

G) EBT Information

Mrs. Hirn went over EBT updates about the equipment and training. The tokens were discussed and it was determined to buy 1,000 of the nickel tokens from www.4imprint.com for \$198.51.

H) Task List

Mrs. Hirn showed a task list of ideas of how the farmers market could grow. Mrs. Hirn said that she would have conversations with Schlitz Audubon, Kohl's Design It Lab, and the Fire Department about coming to our market in the summertime. Ms. Nelson said she would speak to the bike federation & Wheel & Sprocket about having a bike check day/ tune up day. Mrs. Pett said that she would speak to her husband, Kyle, about doing a food demonstration. The discussion of Food Trucks came up and it was determined that a couple would be nice; however, too many might take away from area businesses.

Next meeting scheduled for Thursday December 8, 2016 at 10:00 am.

VI. Adjournment

It was moved by Ms. Nelson and seconded by Mrs. Butler to adjourn at 10:55 a.m. The motion carried unanimously.



Erin Hirn, Assistant Village Manager