

## UMFM ADVISORY BOARD MEETING

May 18, 2021

The Upper Merion Farmers Market Advisory Board meeting took place on May 18, 2021 via Zoom. The meeting was called to order 7:07 p.m. followed by the Pledge of Allegiance.

### ROLL CALL:

Present were Erika Spott; chair; Eric Huhn, vice chair; Lydia Dan-Sardiñas, secretary; Lauren Dare, Beth Davis; Brian Sell, Farmers Market manager liaison; Tina Garzillo, BOS liaison.

### MINUTES:

- April 2021 minutes were approved.

### OLD BUSINESS

- Opening Day Recap –It was agreed that it was successful with was good foot traffic
  - Social media presence could be improved – After approval from township management Sarah L will take over Facebook while Brian S will do Facebook in the interim. Paige W will continue to do the newsletter and Instagram.
  - Vendors were spread out with a car length between each vendor. It was suggested to have less space - Brian thought that some of the vendors liked the extra space.
  - Patron suggested that the market have handicapped/senior parking on same level as market. A sign needs to be made.
  - Placement of food truck and tables could go down to the lower level if needed. P&R need to locate the portable electrical power panel for food trucks.
  - Set up – Market was not ready by 9:00. The vendors were told that they should be in the market area by 8:45. Discussion followed with questions on if 15 minutes was enough time to be ready by 9:00. It was suggested that they arrive by 8:00 and completely set up by 8:30. This includes the UMFM tent. Patrons were lined up by 9:00 to receive free items while the market was still setting up the goodie bags. Market should ensure that they have all supplies needed for set.
- Playbook - Since there is a committee of three alternating managers, a notebook with lists concerning set up, break down, vendors, accident report forms, etc.
- Refreshments – Due to hot weather, it was suggested that UMFM to sell water. Erika volunteered to bring water and ice for next market day. A water sign needs to be made.
- Erika will contact Dwain Livengood to see if they are still interested in coming to the market.

### NEW BUSINESS

- Neil Patel Fundraiser – Neil Patel is an Upper Merion resident fighting for his life due to Covid 19. We are looking to find some way to support him and his family.
- Market Money - Vendors and patrons are asking about Market Money. Not all vendors use cards (Spring Creek and Peach Bottom Farm) P&R is willing to implement the money through Community Pass and not Square.

- Pros of changing: Community Center already uses Community Pass, easier to track, similar to Square
- Cons of changing: need for a USB to use Community Pass
- Administrative fees are similar
- Regardless of which one is used UMFM needs to make the money (Brian has the template), when to pick up, store and return the money on Saturdays.
- Loyalty Card – do we want to continue with it? Historically prizes were funded through donations from vendors, Habitburger coupons and money market cash. It was decided that too much effort went to maintaining the coupons so it will not be continued.
- Volunteer list – there should be a list available for everyone to see who will be setting up/breaking down and who will be at the table.
- Family Fun Day – scheduled for June. Events to include: DJ & Karaoke, Princess and Super Hero attraction, beer garden, food trucks and other fun filled events. P&R and UMFM will work together to make this a fun filled day.

STAFF LIAISON COMMENTS:

- Brian's mom is okay.
- Brian's comments are interspersed within each discussion.
- Evan will be market manager for the next 3 weeks.

BOARD LIAISON COMMENTS:

- Township will have a three day July 4<sup>th</sup> celebration/carnival with no fireworks located at Heuser Field. Tina will get back to us on time of carnival. Fireworks will be part of the Community Day celebration on October 2.
- Masks are required in township building until June 1<sup>st</sup>.
- PIO office was looking into rebranding the Farmers Market (new logo) but those plans were put on hold for now. It was suggested to have a mid/end summer survey seeking information from vendors and patrons about a branding change.

ADJOURNMENT:

Meeting was adjourned at 8:52 pm.

LYDIA DAN-SARDIÑAS  
FARMERS MARKET ADVISORY BOARD  
SECRETARY