

January 4, 2022

Coventry Farmers' Market Operating Committee  
Special Meeting Minutes  
Via Zoom video conferencing

Call to order:

The meeting was called to order by Nelson at 8:05 am.

Roll Call:

Erica Pagliuco, Jean Nelson, Jamie-Lynn Connell, Eric Trott, Barbara Barry, Janine Coughlin, Anne Marie Charland

Adoption of Minutes:

A motion was made by Barry and seconded by Charland to adopt the minutes of December 21, 2021 as presented. The motion passed unanimously.

Looking ahead to 2022 – planning, needs, opportunities

A discussion occurred about possible sponsorships for the 2022 season. Sponsors who had supported the Market in the past are a good starting point, such as Rapid Service. They were contacted about their interest. Newcity Builders will likely be supporting as well. Highland Park Market and Hartford Courant will also be contacted about their continued involvement. Captain Hale Financial will be contacted. CWPM waste hauling can be contacted since they have been very supportive of Arts on Main. Kirby Vet, Dickenson's Witch Hazel, Tractor Supply Store, GH Marvin, local heating oil contractors, CT Equestrian Center, State Farm are other possible candidates.

The sponsorship amounts – breakdowns can also be considered for revision. A handout can be prepared for distribution.

February is the month when vendor applications need to be sent out. The application will need to be reviewed to see if any revisions are necessary.

The next meeting the Committee will talk on the status of sponsorships, longevity/succession planning, vendor application, event listing, and possibly Aaron from CT Landmarks will attend.

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Next meeting date, time, and location:

January 18 at 8am via Zoom.

Adjournment:

The meeting was adjourned at 9:00am.

Respectfully submitted,

Eric M. Trott  
Director of Planning and Development