

January 18, 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 8:02 am.

Roll Call:

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

Adoption of Minutes:

A motion was made by Barry and seconded by Charland to adopt the minutes of January 4, 2022 as presented. The motion passed unanimously.

Looking ahead to 2022 – planning, needs, opportunities:

A follow up discussion occurred about sponsorships. A revised sponsorship application form was reviewed. Some minor edits were agreed upon. This will be the form that is used to acquire yearly sponsors. It contains all of the criteria and guidelines for entities to be a sponsor of the Market. A list of potential sponsors that were discussed at the last meeting will be added to a spreadsheet that will be shared to keep track of the progress. Members will begin to reach out to prospective sponsors this week.

The Committee discussed the 2022 vendor application. A potential increase with vendor fees was discussed. A review of the fees that were applied over the past few seasons occurred. Other regional farmers' markets have much less vendor fees when compared to Coventry. The Committee was not feeling comfortable with fee increases this season due to the economic climate and the situation with the pandemic. The application and guidelines were updated for the upcoming season and are in the process of being reviewed so they can be finalized.

A draft event listing was also prepared and shared. There are some holes that need to be filled. CT Landmarks has a working list of wedding dates that will be conveyed to Jean/Erica. Special event dates for CT Landmarks were also discussed. The brewery event was discussed. The State Liquor Commission will need to be contacted to determine the current rules.

Jean updated the website with some new details to keep things current. 2022 will be the 18th season.

Eric checked with Lesley about the potential of Parks and Recreation being involved with hiring of part time summer staff. Due to the situation with summer camp and beaches, it was not

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viewed as a good match at this time for their department. Barbara has a couple of interested high school students who are working with the Winter Market that may be interested in the summer Market.

Eric will speak with Amanda about the potential costs involved with bringing in a third Fire Police staff to assist with parking field staffing. Financial impacts will be evaluated.

Donna Titus, a potential new Committee member to replace Katrina, has filed the statement of interest with the Town Clerk. She will likely attend an upcoming meeting to get acquainted as her application is being considered by the Steering Committee and Town Council.

Next meeting date, time, and location:

February 1 at 8am via Zoom.

Adjournment:

The meeting was adjourned at 9:00am.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development