February 4, 2020

Coventry Farmers’ Market Operating Committee
Special Meeting Minutes

Call to order:

The meeting was called to order by Nelson at 8:08 am in the town hall conference room b.

Roll Call:

Michelle Pesce, Jamie Lynn Fontaine, Barbara Barry, Eric Trott, Erica Pagliuco (via phone), Amanda Backhaus, Jean Nelson, Ann Marie Charland, Janine Coughlin

Adoption of Minutes:

A motion was made by Barry and seconded by Charland to adopt the minutes of November 5, 2020 as presented. The motion carried unanimously.

Financial Report:

The current financial statement was distributed. The numbers look solid. The Farm Viability Grant reimbursement will be forthcoming.

Planning for 2020:

A draft schedule of themes/events were sent previously to the Committee and were reviewed by those in attendance. The vegan event planned for July 26 was moved to July 12 due to availability of the vegan caterers. There will be 5 alcohol related events - one per month. June 14 ‘Going Green’ day has been confirmed with the Town Energy Committee. A new chocolate day event will be held on September 20 - it will also include other confections - candy. October events are consistent with previous Octobers. In October, the flag field is not available due to weddings and tent use. The holiday market has a strong need for the open field. Tent positioning in the field could help with vendor placement. CTL is connecting with the renters to determine the tent situation and will follow up with the Market.

CTL is looking to use their barn as a bridal vendor focus to align possibly with the confection event. This is to be determined.

Those in attendance were amenable with the proposed 2020 schedule.

Musicians are already reaching out for booking for this season. Now that the events have been scheduled, music can be scheduled as well. The hope is to find good fits between the music and the events. Links to the band’s material will be very helpful to make a decision.
Erica has been working on an application template for the 2020 season. Farm Spread will not be used this year. The Putnam Downtown Organization has a good platform for their Friday night events that can be modified for the Market’s use. It will be based off a Jot Form as well as Google docs. The cost will be less than Farm Spread and hopefully will be more user friendly.

Credit card fees via paypal will apply again this year for vendors who wish to use the electronic process, instead of sending in a check. Both options are accepted.

The possibility of an ‘infrastructure fee’ could be collected for the flaggers and internet access and other fees, essentially costs of doing business. Flagger fees will likely increase due to the need to hire a new out of the area contractor. A small additional fee could be considered to help defray costs anticipated for 2020.

A motion was made by Barry to increase the fee by $10 for full time vendors and $5 for part time vendors, and seconded Charland. The motion passed with a unanimous vote.

Jamie asked about a future Market and CTL cooperative event. The possibility of a farmers’ food event could be considered, such as a breakfast or brunch. All were in agreement. Farm to Table type events are very popular.

Eric will start working on pursuing a new flagger contractor, golf cart maintenance, DPW maintenance. A pre-season site visit with CTL will be scheduled for later in the spring.

Sponsors will be pursued at this time for the upcoming season.

Strengthening the volunteer corps will be a focus for the pre-season.

The ‘Get Fresh with Your Farmer’ - Friends program can be run again if a sponsor can be found. Handling the money with the volunteers can be challenging. The kid’s part of the program was not as successful and will likely not be continued.

The alcohol permits will be handled the same way as last year with the Winter Market backing the permits.

A reflection was made on attendance, which increased to approximately 80,000, which is a 6% increase from 2018.
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Next Meeting:
March 3 at 8am.

Adjournment:
The meeting was adjourned at 9:22am.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development