

February 23, 2021

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:

Eric Trott, Erica Pagliuco, Katrina Weaver, Barbara Barry, Jean Nelson, Anne Marie Charland, Jamie-Lynn Connell, Alexa Gorlick, Susan Ruggiero

Those in attendance introduced themselves and identified their affiliations.

Adoption of Minutes:

A motion was made by Weaver and seconded by Barry to adopt the minutes of February 9, 2021. The motion passed unanimously.

Discussion of 2021 Market Season Planning:

A revised map was prepared that reflects the relatively accurate dimensions of the Market field, food truck row, and flag field. Full time vendor names were added based upon a current understanding of commitment and involvement. The map will be forwarded to EHHD for their input and guidance. The guidance is important in order to properly plan from a fiscal perspective. The flag field will likely be dedicated to the guest vendors. The back-up (plan b) map that Katrina prepared is being prepared in an electronic fashion.

The vendor application is expected to be released in two weeks. The hope is to have EHHD guidance within a week in order to have the applications be released in time as expected.

The guidelines were revised slightly to address the latest Committee dialogue relevant to expectations of the vendors and their increased involvement with the Market operations and social media. The draft will be shared with the group by Jean.

The choice of the Friends of the Market item was discussed. Re-usable bags vs. pins were reviewed. It was agreed that the bags are the more prudent choice.

A draft budget with estimates for 2021, which was reviewed by Amanda, was reviewed and discussed. The projected income and expenses were carefully evaluated. The full-time/guest vendor and food truck fees were reviewed. Other methods to increase revenue during the season was also discussed. The value of the Market to the vendor and comparisons were made with brick and mortar retail spaces. Due to the significant fiscal losses that occurred last season and the ongoing costs to operate the Market, it is necessary to consider increases in fees.

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Other ideas for revenue generation include: raffles – gift baskets, increase focus on sponsorships. The idea of themes for each Market week was discussed as well as the logistics necessary. Pre-packaged items as samples could be an idea that is considered.

The Committee was in agreement with modest fee increases.

The goal is to have the application and guidelines finalized by the next meeting. A couple open ended questions to the vendors for the application was discussed.

Barbara mentioned that she may have an individual who can assist with Instagram posts. This can be explored.

Next Meeting:

March 9 - 8am via Zoom.

Adjournment:

The meeting was adjourned at 9:05 am.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development