

**April 5, 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 8:03am.

**Roll Call:**

Eric Trott, Barbara Barry, Anne Marie Charland, Donna Titus, Janine Coughlin, Jean Nelson, Aileen Bastos

**Adoption of Minutes:**

A motion was made by Barry and seconded by Titus to adopt the minutes of March 22, 2022 as presented.

The motion passed unanimously.

**Looking ahead to 2022 – planning, needs, opportunities:**

A reminder notice to full time vendors went out last week, which caused for a flurry of applications to be submitted. April 20 is the deadline for submitting applications for full time vendors. The application is available on the website. Guest vendors will be selected after full time vendors.

Barbara connected with Phoenix Farm and they indicated that they are interested in attending the Market, but will need to be followed up. They were at the Winter Market and did well this past season. Not Only Juice will not be returning this season.

Donna reached out to Lyman and EO Smith for possible volunteers to help support the Market. Donna suggested using Sign-Up Genius for folks to submit their names if volunteers are interested in attending a particular week at the Market. Lizzy reached out to Jean about her having a couple possible volunteers.

CT Landmarks is hosting an old fashioned baseball game on the Market field the day before opening day. The marking of the field will need to occur prior to that Saturday to avoid conflict.

Anne Marie asked about CT Landmarks hosting a wedding fair in one of their barns in October. This can work out with the Market schedule. She also mentioned the Encampment event.

**Page 2**

**Coventry Farmers' Market Operating Committee**

**Special Meeting Minutes**

**April 5, 2022**

A Christmas in July event that can include many guest vendors was discussed. This could compliment the event that typically occurs in October. Rachel McKenna from the Cut Flower Farm on Dunn Road could be involved with a wreath making workshop.

The Friends of the Market bags will likely be available again this year. The color needs to be selected and ordered. There is a possibility of merchandise being offered as well – hats for example. Past season bags could be made available as well this season.

Eric discussed the hiring of a part-time Market Master who would be brought on board at the beginning of the 2022 season and get experience in the position as the season progresses, in order to be able to assume the role in 2023. Amanda, Eric and Erica met to discuss this concept and reviewed pay rate, number of hours worked per year, advertising of the position, available funds. The job description will need to be evaluated to determine if revisions are necessary. The goal is to be able to advertise the position in late April.

Eric will contact DPW about preseason site work that will need to occur before opening day. The access roads will need to be graded, the access and parking area by the Market barn needs to be shaped to shed water better as well.

Ann Marie mentioned that one of the stone monuments has fallen over in the Holy Grove and should be relocated so it does not become a safety hazard prior to it being reset as part of the South Street sidewalk project. DPW will be asked to address this. The equipment storage and staging of materials associated with the sidewalk project will need to occur in a manner that will not be an obstruction to the Market and Hale operations. This will be discussed with Town Staff prior to the start of the construction in July.

A separate meeting with CT Landmarks' new marketing and communications staff, Aileen Bastos, will be scheduled in the coming weeks with Eric, Erica, and Jean so that there can be coordination between Landmarks and the Market this season.

**Next meeting date, time, and location:**

April 20 – Wednesday, instead of Tuesday - at 8 am via Zoom.

**Page 2**

**Coventry Farmers' Market Operating Committee**

**Special Meeting Minutes**

**April 5, 2022**

**Adjournment:**

The meeting was adjourned at 9:50 am.

Respectfully submitted,

Eric M. Trott  
Director of Planning and Development