April 28, 2020

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

Call to order:

The meeting was called to order by Nelson at 8:04 am.

Roll Call:

Michelle Pesce, Jamie Lynn Fontaine, Barbara Barry, Eric Trott, Erica Pagliuco, Jean Nelson, Ann Marie Charland, Katrina Weaver, Janine Coughlin

Adoption of Minutes:

A motion was made by Barry and seconded by Nelson to adopt the minutes of April 24, 2020 as presented. The motion carried unanimously.

Financial Report:

Amanda prepared a very helpful financial spreadsheet that provided a clear history on expenditures from the past two seasons in order to understand expected costs for the 2020 season and to set the vendor fees accordingly.

Planning for 2020:

The financial matrix was reviewed in detail to compare past seasons to the upcoming one, in order to project costs and set fees.

Due to the reduced scope of the Market, some expenses will not be required. However, sponsorships and Friends of the Market programs, which are methods to generate funds to sustain the Market will likely be slim to none. This could impact future seasons.

Some line items will need to be double checked as the prior year totals seemed a little off. Jean will share the matrix with updates to the members.

Erica and Jean presented details on the new vendor sales platform called ‘Local Line’. They had an extensive phone meeting with a representative of the company and he provided a great deal of helpful information. The platform was originally built to serve farmers, so it recognizes the needs of the farmers in the program, which builds confidence. There are many aspects of the program that lends itself well to our needs, especially the technical support. This program can be used in the future and can be of great service to the vendors. A fee will need to be shared with the vendors, but there may be a way to ‘underwrite’ the fee and assist the vendors. It was agreed that ‘Local Line’ appears to be the best candidate to pursue.
The parking plan for the 2020 Market was discussed in detail. A draft map was prepared by Katrina and shared with the Committee. The parking field is proposed to be used for the vendors to locate in the grass areas between the access lanes. The customer would drive into the entrance and begin at the bottom of the field and travel serpentine fashion through the field up to the exit of the field. There would be no cutting of the lanes which could create vehicle conflict. The main access lanes would allow for direct exit from the field if the customer has completed their pickup. The customer would drive up to the vendor with evidence of the purchase and the vendor would place the order into the back of the vehicle. Pick up times will be established to stagger the number of customers coming to pick up orders.

Katrina and Erica will work to prepare a narrative for the parking plan. Once it is complete, Eric will invite the Town Engineer and Fire Police Chief to gain input.

Next Meeting:

May 1 at 8am.

The meeting will be via Zoom.

Adjournment:

The meeting was adjourned at 9:30am.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development