

May 11, 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 8:03 am.

Roll Call:

Erica Pagliuco, Jean Nelson, Anne Marie Charland, Jamie-Lynn Connell, Alexa Gorlick, Michelle Pesce, Eric Trott, Barbara Barry, Janine Coughlin

Absent: Katrina Weaver, Michele Pesce

Adoption of Minutes:

A motion was made by Barry and seconded by Charland to adopt the minutes of April 20, 2021 as presented. The motion passed unanimously.

Discussion of 2021 Market Season Planning:

Erica is working with the vendors to comply with the spacing in the field, as well as general inquiries and responses.

Erica has been speaking with a seafood truck vendor as well as a knife sharpener, both of which are out of state. The question to the Committee is there a desire to have outside of CT vendors? Due to the fact that we cannot find these kind of vendors it may be worth pursuing this. Seafood vendors and knife sharpeners are hard to find and they are important for the Market mix. The Committee agreed that this would be appropriate but be mindful not to create a strong precedent.

Food truck numbers are a little thin and efforts are being made to expand the mix and confirm the ones that are interested in attending. A BBQ truck in Norwich will be pursued.

A discussion on potential breweries that sells multiple products – New Park, CT Valley Brewing – is being considered. A coffee vendor also needs to be solidified.

EHHD requested presence at the Market to conduct a vaccine clinic. The Committee felt that would be ok. Ideas were discussed about how to support the clinic and encourage folks to get a vaccine. Questions about masks and tastings at the Market need to be answered as soon as possible by the District. Eric will follow up with the District to get answers.

Jean discussed the work on the event planning for the season. A Subcommittee was formed to discuss possible events. Opening day was discussed. The State Commissioner of Ag will be

Page 2

Coventry Farmers' Market Operating Committee

Special Meeting Minutes

May 11, 2021

attending opening day. Other opening day activities include the vaccine clinic, rock painting with 'CFM Rocks' on them – as a marketing effort, and seed planting. The logistics with the events has been challenging due to Covid protocols.

Dog Daze, Potter's Market, Fiber Twist, Holiday Market are other events that can be pursued.

The flag field usage and scheduling between CTL and the Market needs to be discussed in more detail. The tents/accessories left in the flag field after a wedding cause encumbrances and hazards for Market day. The lease ends in March of 2022 – these issues will need to be discussed moving forward. A new events planner is being interviewed by CTL, so this is timely.

Eric gave an update on the work being done on the to-do list.

A brief discussion on sponsorships with the local banks also occurred. Highland Park's support will also be determined.

Next Meeting:

May 25 - 8am via Zoom.

Adjournment:

The meeting was adjourned at am.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development