

June 8, 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 8:03am.

Roll Call:

Erica Pagliuco, Jean Nelson, Jamie-Lynn Connell, Alexa Gorlick, Katrina Weaver, Eric Trott, Barbara Barry, Janine Coughlin, Michele Pesce, Aaron Marcavitch, Anne Marie Charland

Adoption of Minutes:

A motion was made by Weaver and seconded by Barry to adopt the minutes of May 25, 2021 as presented. The motion passed unanimously.

Discussion of 2021 Market opening day:

Those in attendance provided reflections on opening day. Jean offered her personal thanks for all the effort of all involved with making another season.

Erica indicated that the customers were very happy to be able to be at the Market – about 3,500 guests came. The vendors were also very happy with the sales. Some vendors got caught in the permitting process with the EHHD which did not allow them to participate as they hoped – permits were not filed in a timely basis. The EHHD was very happy with the operations with the Market overall. The inspections went well with the District. Some new vendors were getting their bearings, but were happy with their outcomes. Rebel Dog Caterers will be offering cold brew coffee at the next Market. More breakfast items will be offered by food vendors due to the earlier timeframe of the Market. Overall the set up went smoothly, but it is anticipated that the next few weeks will go even smoother. The food truck vendor location in the Holy Grove was well received by the guests, volunteers at the Market info tent. The Friends of the Market sales went well and CT Landmark's Friends was the highest ever.

The parking field operations went very well. It appeared that guests were shopping and leaving and not doing as much lingering. The Fire Police operations were reported as going very smoothly. Compliments were paid to the parking staff by guests.

Aaron commented about his concerns regarding masking on site. He is concerned about fines from the State. Masking will be required by CTL around the Homestead and in the Homestead and all programming will require masks. A new facility rental staff will be brought on board very

Page 2

Coventry Farmers' Market Operating Committee

Special Meeting Minutes

June 8, 2021

soon and will want to meet with Market staff to make sure things go smoothly. An encampment is planned this season as well.

The town's lease is due to be negotiated. Aaron is open to hear what the Town has in mind for the upcoming lease discussions. It was agreed that would be helpful to have early and open communications about what is important in the negotiations up front.

Eric discussed how the Market complied with the CDC guidelines and the District requirements, as well as what was communicated to CTL. Both CTL and the Market want to make sure that the operation does not create risk for anyone involved.

More and larger signs will be added to the site both at the Homestead and around the Market. Spacing between the vendors will be maintained in order to keep distancing for the customers, particularly ones that have lines.

Aaron emphasized the goal to continue to work amicably with the Town as much as possible and is very happy that the Market is doing well.

Erica offered ideas of how to cross-market and broadcast information via social media.

Anne Marie mentioned about a potential tent conflict with a July 17th wedding. Eric will check in on this situation.

There are several weeks that music performers have not been scheduled and Michelle is trying to fill the gaps.

The logistics for the future meetings was discussed and further details will be provided. A hybrid meeting allowance is hoped to be available since this has worked well.

Next Meeting:

Tentative June 22 - 8am via Zoom.

Adjournment:

The meeting was adjourned at 9:00am.

Respectfully submitted,

Eric M. Trott
Director of Planning and Development