

## **Andover Farmers Market**

### **Regular Meeting Minutes**

**Date: Wednesday March 13th, 2019**  
**Andover Congregational Church– 6:00PM**

- I. Call to Order – 6:13 Amanda Gibson. Present: Elaine Buchardt, Kaila Reed, Shirley DeFlaviis.

Absent: Meghan Moriarty, Celeste Willard, Lucie Wilson

Church Council Representatives: Julia Haverl, Beth Lundberg, Joan Soucy

- II. Public Speak –Tony Susi.

- III. Confirm Paperwork:

To satisfy the Eastern Highlands Health district, Shirley gave Amanda the information on the water testing the church does on a regular basis.

Katherine Hutchinson, on the church council, is looking into the insurance the church has for events. We also need to look at town insurance for town events. We could put a church rider on the town insurance for the market events or the church could put a town rider on the church insurance if the church “sponsors” the events. Possibly some kind of co-sponsorship. The church council will discuss with Katherine at their committee meeting on Tuesday, March 19<sup>th</sup>.

Zoning has required a site plan showing the buildings, parking and where the market will be held. Amanda still needs the maps to the church. The church committee gave Amanda Katherine Hutchinson’s information to contact since she probably has site maps to use.

- IV. Marketing Plan:

Reviewed and approved final flyer created by Kaila. Amanda was given the name of Gulemo in Willimantic to call for printing costs. Elaine and Tony Susi will bring some flyers to the Hebron Maplefest to hand out to potential vendors. Kaila will submit the flyer to social media – Facebook. Amanda to send to Diane Grenier for her This-n-that email blast. It was suggested by Julia that Amanda give the flyer to Linda McDonald, the town administrator assistant, to go into the Board of Selectman folder for

their meeting. If we have money in the budget, we could possibly have the flyer insert into the News Bulletin to distribute early June. It costs a few hundred dollars. We should see how much they charge to print the flyer also.

Elaine will put in a request to CVC to film our first market in June.

#### V. Committee and Volunteer Schedule:

Elaine will look into officially asking CERT to provide traffic control during the events. Karen Zito is in charge and CERT needs 14 days advance notice to make sure insurance covers CERT volunteers.

June market: Amanda in charge of since our first market.

July market: Elaine will be in charge. She is going with a camping theme and will coordinate with Lucie for cub scouts. Beth is in charge of boy scouts in town who meet in the church. Elaine will work with Beth for boy scout participation. Possibly a camping demo.

August market: Headed up by Celeste because it is the first day of school. Tony Susi will play at that market with another person.

September market: Assigned to Lucie. We need to check into sunset times to possibly do this market 3- like October's. Possibly food share and pantry themed since it is hunger month.

October market: Kaila will be in charge of this market which will be Halloween themed. Time will be 3-6 due to getting dark earlier.

Music discussion: Tony Susi and the church council made some suggestions for music. There was mention of having a kids music showcase. Tony to discuss with Ruth Oneil who has a music store, "Song-a-Day Music Center" in Coventry, and teaches music. This might be a good August music event. We need a list of other musicians to ask. We have Ned and Toad who played last year. Amanda to talk to them.

#### VI. Farmer participation and outreach:

Amanda listed the following who will be participating:

AJ's Honey – Honey and syrup

Healthy Hound Barkery – Pet treats

Lyndale Farms – veggies

Cambera- soaps and bread

Lena's Farm- Veggies and flowers (Tolland)

Garlic – donation based (AFM will sell)

Amanda has spoken with Proctor Hall and they will not be participating in this year's market. We are hoping they can still provide hot dogs for us to sell.

We need fruit, meat and cheese.

Beth mentioned Elm Farm in Woodstock would be a good farm to talk to. She also mentioned a goat farm in Hebron that we should follow up with as possibly a cheese provider.

Beth mentioned the church will get in touch with Ferrari farms for apples and Hurst Farm for corn, possibly jams, jellies, salsas? The church can sell these if the farms can't provide people to do their own table. Amanda mentioned again that the proceeds from these sales should go to the food pantry instead of the church.

Joan and Beth said the church will sell cotton candy and popcorn at the markets. Amanda asked they try to get popcorn kernels provided by local people if possible. Beth will check with Lucie concerning popcorn to see if that is in conflict with what the scouts will do.

Joan mentioned that the food pantry had a lot of shopping baskets that shoppers can use while at the market. Elaine pointed out that we have several canvas bags that shoppers can use that we can hand out.

Amanda will be sending out an introduction letter to the vendors for this year's markets. Everyone needs to continue to reach out to farmers for participation.

#### VII. Market activities:

We will talk to Linda Derrick about doing yoga and massages like last year. We need to find a place for this activity.

We need to look into a large sign to put on the building. Elaine has volunteered some of her real estate signs that can be covered over with market information. We can use the tent sign to put on the corner with farmers market dates and times.

Our next meeting is April 10<sup>th</sup>. Possibly at the church again.

Adjourned 7:42PM

Minutes respectfully submitted by Elaine Buchardt