

Andover Farmers Market
Town of Andover
Wednesday, January 29, 2020
6:30 P.M.
First Congregational Church of Andover

Regular Meeting Minutes

1. Call to Order

Amanda Gibson called the Regular Meeting to order at 6:37 P.M.

2. Roll Call

Members Present: Amanda Gibson, Elaine Buchardt, Kaila Lockhart, Shirley DeFlaviis

Members Absent: Lucie Wilson, Meghan Archibald, Celeste Willard

Church Council Present: Beth Lundberg

Church Council Absent: Joan Soucy, Julia Haverl

Others Present: Suzanne Heise

3. Public Participation

None.

4. New Business:

a. 2019 Success

Everyone shared their positive experiences including:

- Happy farmers and vendors who are excited to return this year.
- New location of the First Congregational Church of Andover with beautiful lawn space, indoor availability, kitchen usage and bathrooms.
- Partnership with the Andover Food Pantry.
- Great live music selection.
- Great kids' activities hosted by the Cub Scouts.
- Overall, everyone was very happy to farmers, attendance and themes and look forward to another great year!

b. 2020 Calendar

i. Meeting Schedule

Due to conflicting schedules and how the calendar falls, the committee agreed to schedule the Regular Meetings on the first Wednesday of each month at 6:30 P.M. at the church: 3/4, 4/1, 5/6, 6/3. The committee will host Special Meetings as needed during market season from July to November. The last Regular Meeting of the year will be held on 12/2.

ii. Market Dates

The committee agreed to host the Farmers' Markets on the following dates of the first Wednesday of each month from July to November from 4:00-7:00 P.M.:

7/1, 8/5, 9/2, 10/7, 11/4

The last market will be held indoors. All markets to be held indoors if there is rainy/severe weather conditions.

c. 2020 Plan

i. Improvements Needed

Maximum 12 farmers with the same varied mixture of vendors.

Spread the word that it is 'rain or shine' and will be hosted inside the church.

Amanda Gibson to invite 2019 vendors to the Wed 3/4 Regular Meeting to gain feedback and suggestion for 2020 season.

Reach out to more of the community to gain more attendance and support. Connect with local groups to help spread the word (such as the 'Hunger Action Team' group which meets monthly at the Gilead Congregational Church).

Confirm vendors that accept the WIC/Senior Checks as a Certified Farmer. Share that our market is friendly, fun and affordable.

ii. List of Goals

Mission Statement: Committee to work on an updated mission statement. Elaine Buchardt to locate the original mission statement when AFM first came to be. Members to send recommendations on what should be included in the revised mission statement. Amanda Gibson to compile and present at the next Regular Meeting.

Flyer: Kaila Lockhart will update the flyer with same theme, refreshing changes and new market dates.

Sponsorship: Suzanne Heise offered to create a sponsorship form to hand out to local businesses. AFM to print a banner and/or flyer brochures with sponsorship info to hand out to all visitors.

AFM to purchase reusable bags to sell and fund the market. Beth Lundberg and Shirley DeFlaviis brainstormed that maybe the Andover Food Pantry will sell mugs to raise funds. The church council will work with their food distributors to come up with a varied menu for each market to support local farmers, restaurants and businesses.

5. Public Participation

None.

6. Adjournment

Amanda Gibson adjourned the Regular Meeting at 7:43 P.M.

Helpfully submitted by the Market Master, Amanda Gibson.