

Andover Farmers Market

Wednesday, August 21, 2019 at 6:00 P.M.
Andover Congregational Church

Regular Meeting Minutes

1. Call to Order

Market Master Amanda Gibson called the meeting to order at 6:06 P.M.

2. Roll Call

Regular Members Present: Amanda Gibson, Meghan Archibald, Celeste Willard, Shirley DeFlaviis

Regular Members Absent: Lucie Wilson, Elaine Buchardt, Kaila Lockhart

Volunteers Absent: Suzanne Heise

Church Council Members Present: Beth Lundberg

Church Council Members Absent: Joan Soucy, Julia Haverl

3. Public Participation

None.

4. New Business:

a. Second Market Success!

The committee was very happy with the adjustment of moving inside of the church due to the thunderstorm. Everyone is very grateful for the indoor option. Vendors were placed in a horseshoe shape and welcome table in the middle, creating a nice flow. The amount of tables for the vendors fit perfectly.

Everyone appreciated the help from C.E.R.T. who volunteer to direct traffic.

All farmers attended, except for 1. All were happy with the relocation and did well despite the weather. They expressed gratitude for the farmers' market truly supporting farmers.

AJ's Honey did not attend. Amanda has reached out to Art Judson to see if he is still interested in participating but has received no response as of yet. Cori Antignani from Cambera Farm referred an apiary Sugar Maple Farms to the market. Amanda will reach out to the new contact. Meghan Archibald offered for the market to purchase honey from Logee's Greenhouses, where she works, to sell it on their behalf.

Nick 'Toad' Eckhert and George of the Slug Nickel Band played an awesome acoustic set.

The Cub Scouts' campout theme unfortunately couldn't involve tent set up, but they had pre-made s'mores and other baked goods.

Samantha from Farm Credit East surprised the farmers' market by bringing a \$100 check to donate to the Andover Farmer's Market, which was very exciting. The committee had applied for the \$1,000 grant offered and had not received it.

b. Vendor Update

For the next market, we have the following vendors confirmed:

1. Healthy Hound Barkery- dog treats & catnip toys
2. Harvest Grove Farm- fruits, vegetables, salad dressing, seasonings, etc.
3. East Willow Farm- pork, beef, chicken
4. The Nut Guy- roasted nuts, trail mix

5. Cambera Farm- bread, soaps
6. Window Box Farm- vegetables, herbs, edible flowers, flowers arrangements
7. Westernview Farm- vegetables, jam, pickles, etc.
8. Field Engineer Farm- vegetables

c. Marketing Plan

Amanda Gibson is continuing to post stories and farmer features. She is going to do posts and stories every day leading up to the market with what products will be featured.

Last month, the market was featured in the Journal Inquirer with an interview done with Amanda Gibson by an editor. This month, the market was featured in the Hartford Courant's 'Flavor' section, which was very exciting!

d. Themes/Activities

Cub Scouts are hosting a 'Back to School' theme. Celeste Willard and Suzanne Heise have organized getting backpacks and filling them with supplies to raffle off at the market.

Tony Susi, a locally known musician, will be playing at the August market.

Song-a-Day with Ruth and her students will be performing at the September market.

Two Guitars & a Dame with Colleen & friends will be performing at the October market. Colleen is the music teacher at Colchester Elementary School. She is checking to see if students can join her. They will perform a few Halloween songs to follow our theme.

e. Food

Amanda Gibson inquired about having local chips served. Church council confirmed that Lay's chip brand from CT. The committee will also reach out to two other local brands to see about interest. The church will also offer popcorn and lemonade again.

Proctor Hall Farm and Cambera Farm will be providing hotdogs & bread buns for the church volunteers to offer and raise funds for the Andover Food Pantry.

f. Logistics

Setup at 9:00 A.M. on Wednesday, August 28th with Amanda, Kaila, Celeste & Elaine. Meghan Archibald will help break down the event as well.

g. Committee wrote thank you notes to contacts who have helped with the market.

5. Old Business

a. Approve our Wednesday, July 10 Regular Meeting Minutes.

Celeste Willard MOVED to approve the Wednesday, July 10 Regular Meeting Minutes.

Meghan Archibald SECONDED

MOTION CARRIED 3:0:0

6. Public Participation

None.

7. Adjournment

Market Master Amanda Gibson adjourned the meeting at 6:45 P.M.