

## **Andover Farmers Market**

Wednesday, July 10, 2019 at 6:00 P.M.  
Andover Congregational Church

### **Regular Meeting Minutes**

#### **1. Call to Order**

Amanda Gibson called the meeting to order at 6:05 P.M.

#### **2. Roll Call**

Committee Members Present: Amanda Gibson, Meghan Archibald, Lucie Wilson, Celeste Willard, Shirley DeFlaviis

Committee Members Absent: Elaine Buchardt, Kaila Reed

Church Council Members Present: Julia Haverl, Joan Soucy, Beth Lundberg

Volunteer Present: Suzanne Heise

#### **3. Public Participation**

None.

#### **4. New Business:**

##### **a. First Market Success!**

- i. Group celebrated a great first market of the season! Discussed what went really well and what can be worked on.
- ii. Amanda shared thankfulness and feedback from the farmers during her visits during the market, and following the market on social media and via phone. They are all mostly new farmers looking for smaller, monthly markets due to produce amounts, availability, workload, etc. They all did well, loved the whole vibe and are excited for the next one!
- iii. Kaila was a big help in setting up farmers. Thanked Elaine & Shirley for hosting the market welcome table. Thanked Lucie for hosting the Cub Scouts table/activities. Meghan was a huge help in breaking down. Celeste brought our little mascot Sophia. Great to have our whole committee's support. Beth's sons and friends were a huge help in setting up. CERT did a great job directing traffic. The church volunteers did a great job hosting food area with Andover Food Pantry t-shirts on. We all worked together to make it happen!
- iv. Sumitra and Philip of Mama Train Band were amazing... his piano skills and her beautiful voice were a big hit! Note to have tents up next time for people to enjoy music & festivities in the shade.
- v. Many members of our community were there... committee volunteers, families, friends, seniors via the transportation service, town volunteers & beyond!

##### **b. Vendor Update**

- i. The farmers' market had a nice variety of vegetables, fruit, bread, soap, jam, dressing, seasoning, etc. The committee is still looking for a couple other farmers who would like to participate: fruit, meat, cheese, etc.

- ii. Unfortunately, AJ's Local Raw Honey did not make the first market due to vehicle failure en route. He offers honey from his apiary, along with syrup from Hydeville Sugar Shack. He posted on Facebook that he had let the market down and was very disappointed. We assured him that we understand things happen (even though all were obviously disappointed no honey or syrup was available for attendees).

Harvest Grove Farm were very considerate, stating they would have brought their syrup but didn't because they thought we already had some. Amanda said thank you, told them of the mishap and asked them to bring it next time.

- iii. Two weeks before the market, Nonnie's Pies stated she was unsure if she was able to participate due to lack of baking permit even though she had all of her correct paperwork in. She stated that she would be participating in the weekly Wednesday Glastonbury Farmers' Market She did post a photo on social media of her at that market. She paid in full for all 5 markets.

Linda from ALPOA was going to bake pies but it was too much going on with teaching yoga & annual ALPOA meeting that night. The Cub Scouts did have baked goods at their table that were delicious and they did well!

- iv. Grounded Coffee backed out the day of the event due to staffing issues. Very disappointing and he did not pay for any of the markets yet. We hope he will still be able to participate in the next four.
- v. East Willow Farm (meat farmer) reached out the day after the market stating that they would like to participate in our market. They are friends with Harvest Grove Farm and Cambera Farm. We would love to have them! They had previously said they were not able to participate. We believe they want to join because they heard good things.
- vi. Amanda announced she would be attending the weekly Wednesday Glastonbury Farmers' Market that evening to do have some research fun! East Willow Farm and Nonnie's Pies were listed as vendors, along with a bunch of others.
- vii. Cambera Farm participates in many local markets and is a huge fan of ours! She offers great soap from her goats and delicious bread which she sells it at the Willimantic Food Coop.
- viii. Strawberries purchased from Hurst Farm and resold at the market table was a great idea! Harvest Grove Farm will have some blueberries, but may supplement with others from Hurst Farm or Bastiani's Blueberry Farm. This will ensure our attendees will have the produce they are looking for. Farmers will have more vegetable variety next time... (and tomato season is upon us!)

#### c. Marketing Plan

- i. Amanda has been posting on social media (Facebook & Instagram, with stories) for the past two weeks on the first market. Will now switch gears to announcing updates for the 2<sup>nd</sup> market with farmers, theme, music, food, etc.
- ii. Kaila has created the graphic for the 2<sup>nd</sup> market and changed on the event page.
- iii. Amanda is going to get more flyers printed. She keeps them handy in her vehicle and keeps putting up around places as she goes.
- iv. The Journal Inquirer reached out to Amanda to do a story for the next market!

#### d. Themes/Activities

- i. Cub Scouts will be hosting a Campout! Tents set up in the field with s'mores, etc.

#### e. Food

- i. Church will be grilling hotdogs. Will order 50 hotdogs from Proctor Hall Farm again. Cori from Cambera Farm will work on baking the bread buns. They are considering chips in addition to popcorn. Will offer lemonade again.

#### f. Logistics

- i. To put up tents in empty space in middle of field so attendees can get out of the hot sun and relax to enjoy the live music & festivities.

## 5. Old Business

- a. Church Council members and Shirley brought up the request again for bringing in crafters, stating that people asked why there were no crafters at the farmers' market. The committee members assured them again of reasoning behind why the farmers' market wishes to only allow farmers to participate:
  - Keep the true vision and meaning of the small town's monthly farmers' market event by celebrating our local farmers with their produce & consumables and encouraging our community to support them.
  - In the past, our community members did not attend due to too many crafters, political parties, location, etc. And so, the committee wishes to keep the whole vibe and positive direction of the refreshed farmers' market.
- i. Shirley and Beth are crafters and would like to participate. But since all the committee members have access to lots of crafters throughout town and beyond, it would be unjust to pick and choose which crafters are allowed at the farmers' market. There would be way more crafters than farmers.
  - At the market, Shirley has speculated about the cat nip toys from Healthy Hound Barkery. Amanda confirmed that her cat nip toys are homegrown cat nip for kitties to enjoy that compliments their homemade all-natural homemade dog treats.
- ii. Amanda made a suggestion for the First Congregational Church to host a second craft fair in the summer, since they host their annual craft fair in the winter. This would provide opportunity for all of their members and contacts to offer their crafts to the community.
- iii. Amanda stated that she has truly give a great deal of thought on this matter and has based her decision on what she believes is best for the market and its future. She has been a part of, lived around and visited many other successful farmers' markets that focus on the farmers.
- iv. Committee members Celeste and Meghan suggested to revisit this after this year, as we need to focus on our farmers' and activities for this year. Amanda noted that there are our Town of Andover Farmers' Market rules and regulations for the farmers to follow, and she would like to create a vision statement to ensure the future of the farmers' market.

## 6. Public Participation

None.

## 7. Adjournment

Amanda Gibson adjourned the meeting at 6:40 P.M.

Minutes helpfully submitted by Market Master, Amanda Gibson.