

Andover Farmers Market

Special Meeting Minutes

Date: Wednesday January 16th, 2019
Over AndOver 415 Route 6– 6:00PM

- I. Call to Order – 6:06 Amanda Gibson. Present: Elaine Buchardt, Celeste Willard, Lucie Wilson, Meghan Moriarty and Kaila Reed. Absent: Shirley DeFlaviis

II. Public Speak –none

III. Recap of 2018 Season

Pros: The kids activities run by Lucie with the scouts were amazing. Crafts and games were great. The baked goods sale was a success.

There was a good vibe all around. Great entertainment. Good vendors. Yoga classes.

The hot dogs worked out well. We should expand on the menu since people are looking for food at that time of day.

Visibility was good right on Route 6. The feather sign and a-frame sign worked well.

Cons:

The kettle corn vendor took up a lot of room and probably won't come back because they didn't sell much. Possibly have them come during the cooler months – September and October.

The market table wasn't up front enough for people to walk by and notice us. There were two spots where people were walking in with the back open from Russell's. We should make sure we are up front as greeters so people see the mugs, bags and hot dogs.

Location discussion:

After much discussion of various places to have the 2019 market it came down to Over AndOver or the Congregational church.

Over AndOver(OAO):

Parking was not good. It was a long walk up from the Russell's business. There were complaints on the town survey that getting in and out of the

parking lot off route 6 wasn't safe. People were confused as to where the extra parking was. Vendors weren't happy with the distance they had to park from the market area.

Wendy Kopp, the owner of OAO, had to buy extra event insurance since the market was not on town owned land. The market funds were used to reimburse her.

A plus for OAO is ease of set up since AFM stuff stored right at OAO and the market master works there so she could watch the shop and still run the market. We also had a bathroom and electricity.

Andover Congregational church:

There are a few people who have said they don't like the idea of the market at a church since it is town market.

We will have to move market set up stuff, tables, tents, signs, etc. to the church each market.

Amanda will talk to Joan Soucy, head of the food pantry, and Shirley DeFlaviis, church secretary, about insurance issues with the church location, as well as possibility of storing market stuff somewhere at the church. She will also ask about electricity and facilities use- bathrooms and kitchen.

The majority of the committee would like to have the 2019 farmer's market at the Andover Congregational church. We had heard last year from Shirley DeFlaviis and Joan Soucy that they would like to have the market there. It is as visible from Route 6 as OAO and better parking possibilities. The committee will have to make sure we have people to help with set up each time. We will actively look for volunteers to help us each week with set up and break down. The committee could also recruit a few more people as alternates.

The new proposed market dates for 2019 are the last Wednesday of each month for five months: June 26th, July 31st, August 28th, September 25th and October 30th.

We decided to keep the day of the week and time of 4-7 so only the location is changed. We will probably move September and October to 3-6 because it gets dark earlier.

The price for vendors per week will be \$20 each market or \$80 for all five if paid up front. We will have to set a deadline for signing up to prevent last minute backouts.

Amanda will put out some notices in the Rivereast looking for new members, as well as vendors and volunteers. Kaila will continue to update our social media. We will use the same flyer format from last year.

Amanda will contact vendors from last year and is looking for suggestions of new vendors to call.

Future meetings were set for the second Wednesday of the month at 6:00 at OAO. Amanda will inform the town clerk of those dates.

Our next meeting is February 13th at 6:00. Everyone to come up with theme ideas for each market and look for vendors for this year's market to give to Amanda.

Adjourned 7:41PM

Minutes respectfully submitted by Elaine Buchardt