

Andover Farmers' Market
Town of Andover
Tuesday, January 17, 2023
6:30 P.M.
Location: virtual via Zoom

Special Meeting Minutes

1. Call to Order by Amanda Gibson at 6:35PM
2. Roll Call: Amanda Gibson, Lucie Wilson, Celeste Willard, Shirley Deflaviis, Elaine Buchardt
3. Public Participation: none
4. Recap 2022 Season – Amanda presented the budget spreadsheet for the year. After donations, sponsorships, and vendor fees we took in \$1693. After donating the \$100 made from the raffles to the Food Pantry and entertainment expenses were paid, we netted \$543 for the season. Last year's balance was \$692.97. Approx \$1235.97 in the budget currently.

The season went well this year as far as vendors, food trucks (with a few snags) and entertainment. The weather really wasn't too bad this year. The attendance was low and we believe it was due to a lack of families this year. We need to focus on getting families involved. Amanda says the vendors haven't complained about low attendance.

5. Plan for the 2023 Season
We picked the dates for the 2023 season as the second Wednesday of the month starting in June since May there isn't much farm produce to sell. Our last Wednesday will be in October, then our last market will be Saturday, November 4th. We didn't want to conflict with Veteran's Day activities on Nov 11th. The 2023 market dates are: June 14th, July 12th, August 9th, September 13th, October 11th and Nov. 4th. For most Wednesdays the time is 4-7PM. Hopefully the October 11th will be 3-6PM or 3:30 - 6:30PM since it gets dark earlier.

To attract more families, we will get in touch with the new AES principal, Taylor Parker, to see if we can get the school involved in the farmers market. We can get a flyer in the monthly news letter talking about the market and the dates. Some AES students have started a garden club and have two of the Community Garden plots. They need some more guidance since the gardening activities continue on past the school year. Preparing soil and planning out the gardens, as well as planting seeds is done in May and June, but they need to figure how to stay involved in the summer. It was mentioned that the school has gotten a grant for enrichment programs after school. Maybe the students can sell some of their produce at the market or give their food to the food pantry.

When Lucie ran a scouts table and had activities and fund raising, that attracted more families. Lucie to reach out to Michelle Lorentz who is currently the cubmaster in town to see if her scouts would like to have a table and do crafts, games, activities, fund raising, etc.

Celeste will reach out to the owner of CT Dance Hub to see if they would be interested doing a recital at one of the markets. The more kids involved, the better.

We also discussed reintroducing themes in the markets. Suggestions were:

June 14th – Flag day. If you are wearing a flag, you get a free raffle ticket.

July 12th – Christmas in July? Shirley offered to help with themed crafts.

August 9th – Dog days of summer.

September 13th – Let's move – Dance recitals?

October 11th – Halloween and Day of the Dead themed? The church hasn't decided if they will do the "Pumpkin Patch" again (it was a lot of work since it had to be manned every day).

November 4th: Veteran themed?

Amanda to check with town group involvement at the market. Past participation was from the 175th Anniversary group, the senior lunch fund raising group, the Norton Fund. We can see if there are others who want to be involved.

- a. Vendors: Amanda to reach out to all vendors that have done our market with the 2023 dates and information about joining our markets. She'll create the new application form. We need a new pet food vendor since Lisa from the Barkery is no longer making pet food and treats. We could always use a cheese vendor. We hope to get back the tried and trues this year. Amanda has been working with the Grown Connected group at UCONN who will send her a list of farmers looking for markets to be in. They will also help with advertising of our market with cards and possibly flyers to be mailed out to all the Andover households. They created some nice cards for us last year.
- b. Music: Amanda to reach out to the entertainment we had already. Always looking for more ideas. She would like to see students perform again at some market.
- c. Food Trucks – Skyscraper Sandwiches wants to come back a few times. We need more food trucks.
Amanda heard about a new farm “The Good Farm” that just moved here from Martha’s Vineyard. They have a food truck that sells food from the animals they raise. Amanda to look into them to see if they are interested in doing a few of our markets. If anyone hears about any good food vendor possibilities, let Amanda know. We could even do pizza from Andover Pizza since people seemed to like that inexpensive option. They are our backup if a truck doesn’t show.
- d. Andover Food Pantry – we sent \$100 to the food pantry from collecting raffle money (Shirley will check with Joan Soucy to make sure she received it). The Skyscraper Sandwiches food truck owner sent \$175 directly to the food pantry as a percentage of their food sales. Hot Taco has not sent anything.

Amanda mentioned that The Fitch Family Farm is looking into having a farmers market at their property on Bunker Hill Rd a few days a month. We have no further information about it. Ryan Fitch had reached out to offer his place for our market site, but we are happy with the Route 6 location we have.

Our next AFM meetings will be February 15th, March 15th, April 19th, May 17th all at 6:30 and Zoom meetings.

6. Public Participation- none

7. Adjournment – 7:35 PM

Minutes respectfully submitted by Elaine Buchardt – AFM Secretary.