

FARMERS MARKET ADVISORY BOARD

Regular Meeting

Monday, September 20, 2021

9:00 AM

Training Room, Governmental Center

400 Boardman Avenue

Traverse City, Michigan 49684



1. Call To Order
2. Roll Call
3. Approval of Meeting Minutes
4. Old Business
5. New Business
 - A. Status of Experience Coordinator Position
 - B. Vendor Approval - Crosshatch Preservation Trailer
 - C. COVID Policies (for vendors)
 - D. Winter Farmers Market Location
 - E. Farmers Market – Future Development Plans
 - F. Farmers Market Signage
 - G. Inclement Weather Policy
6. Public Comment
7. Adjournment

**Meeting Minutes
Farmers Market Advisory Board
Special Meeting
Friday, July 2, 2021**

A. CALL TO ORDER

The special meeting of the Farmers Market Advisory Board was called to order, via Zoom on Friday, July 2, 2021 by vice chair Buchan at 2:35 PM

B. ROLL CALL

Burkholder conducted roll call

The following Advisory Board members were in attendance: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas and Brenin Wertz-Roth

The following team members were absent: Tim Werner, Linda Grigg, Nic Welty, Meghan McDermott, Tricia Phelps

C. OPENING PUBLIC COMMENT

No Comments Provided

D. APPROVAL OF MEETING MINUTES

No Minutes Provided

E. OLD BUSINESS

None

E. New Business

A. Vendor Approval

1. Motion to approve Cookie Bottom Baked Goods

Moved by Wertz-Roth, Seconded by Hardy

Yeah: None

Neah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas, Brenin Wertz-Roth

Failed: 6-0

2. Motion to approve Bazelli (Cheese Maker)

Moved by Hardy, Seconded by Wertz-Roth

Yeah: None

Neah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas, Brenin Wertz-Roth

Failed: 6-0

3. Motion to approve Mama Erb's to the Wednesday market (only)

Moved by Buchan, Seconded by Hardy

Yeah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas, Brenin Wertz-Roth

Neah: None

Carried: 6-0

4. Motion to approve TC Pickle to the Wednesday market (only)
Moved by Buchan, Seconded by Jonas
Yeah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas, Brenin Wertz-Roth
Neah: None
Carried: 6-0

B. Enterprises

Motion to renew enterprises for Saturday and Wednesday Market
Moved by Wertz-Roth, Seconded by Lorenz
Yeah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas, Brenin Wertz-Roth
Neah: None
Carried: 6-0

C. On-line Market Fees

Motion to create a \$15 per week vendor fee for seasonal products when on-line
Moved by Lorenz, Seconded by Wertz-Roth
Yeah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas, Brenin Wertz-Roth
Neah: None
Carried: 6-0

F. FARMERS MARKET FUTURE DEVELOPMENT PLANS

Mr. Burkholder mentioned that the DDA will soon be working with a consultant to develop formal plans for a permanent structure for a dedicated market place. These plans would build upon the plans that were developed in 2018. The DDA will work with the advisory board and vendors to develop this concept.

G. FARMERS MARKET SIGNAGE

Mr. Burkholder mentioned that signs have been developed and will soon be ordered for the farmers market – the signs would reside within the arch's of the candy-cane light fixtures located in the market space.

H. CHERRY FESTIVAL

No discussion

I. PUBLIC COMMENT

No public comment provided

I. ADJOURNMENT

Motion to adjourn
Moved by Buchan, Seconded by Hardy
Yeah: Scott Hardy, Joanne Brown, Lori Buchan, Courtney Lorenz, Gary Jonas and Brenin Wertz-Roth
Neah: None
Carried: 6-0

Sara Hardy Farmers Market

Market Memo

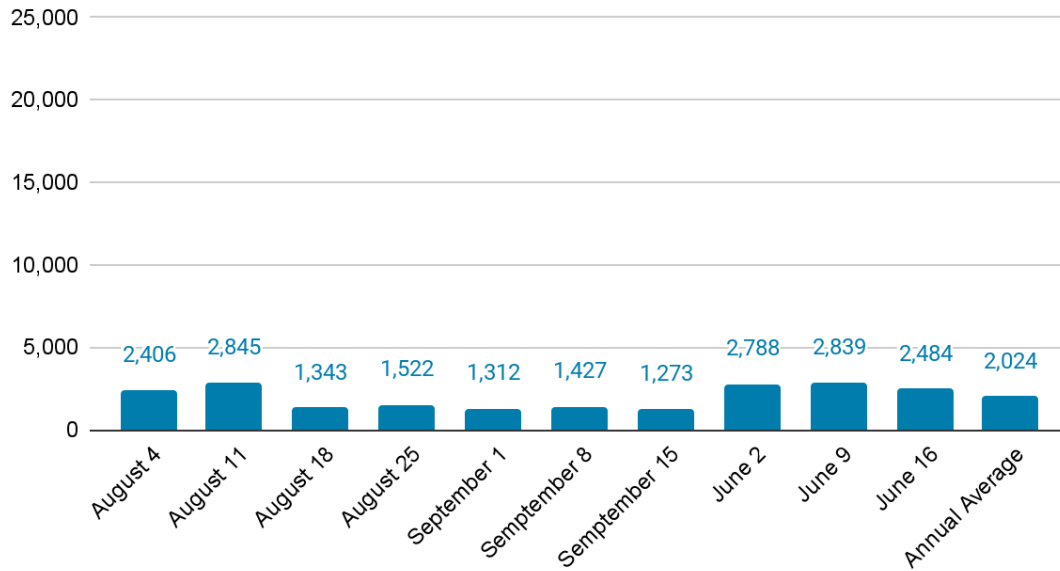
September 17, 2021

Summary of Activity

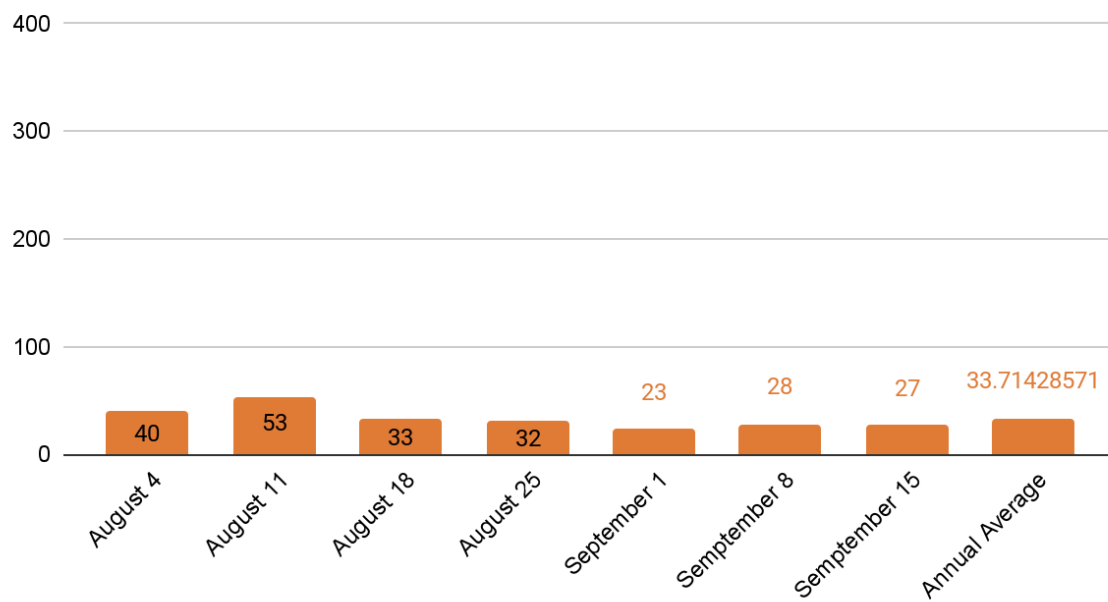
The physical market has been going strong for the last couple of months. We are now starting to see a drop in vendor attendance due to lack of product, but more importantly a lack of staff to help run their booths. We have had some small issues with vendors, but most have been resolved peacefully. Most of the issues have been with new vendors coming and not remembering or not passing along proper information. We had 2 issues with COVID-19. One was quickly brought to my attention and the vendor was very appropriate with isolating and unfortunately turned into a breakthrough case, though they communicated properly and did not attend markets. The other case vendors came up with their own game plan and did not communicate with me on their intentions. This caused some issues with neighboring vendors and a small social media issue, but most vendors/patrons were and remain unaware of the presence of symptomatic vendors setting up at the market. They did not remain to vend, just to set up.

Online has recently struggled with labor day and school starting. Typically when the new seasonal product hits the market we see a bump in sales. However, this past week we have seen apples join the market and the numbers remain low. I am not sure if sales will continue to stay low or if they will bounce back once people are in a routine with school and a fall schedule. Or if we will have to wait till the physical market ends.

2021 Online Market Data, Sales by Week (\$)



2021 Online Market Data, Number of Orders



PRESERVATION STATION

Make food preservation a party

PRESERVATION STATION is an enclosed cargo trailer that unpacks into a high-efficiency, three-season food preservation kitchen and workshop space.

Staffed by a canning expert, the trailer can be pulled onto backyards, farms, community gardens or farm markets at the peak of produce ripeness.

Learn a new skill, sharpen your techniques, and join friends or family to make food preservation a fun new tradition in your community!

This experience is best suited for 6-12 people of your choice—either a group of friends and family, a neighborhood group, or local members of your farm.

YOU PROVIDE:

the people
the produce
the spot

WE PROVIDE:

equipment
jars
canners
utensils
instruction

WE JUST NEED:

- a flat spot about 10 feet x 20 feet for set-up
- water hook-up
- a three-day window to drop off the trailer
- a three-day window to pick up the trailer
- two hours to set up before your party begins
- two hours to tear down before the ISLAND staff member leaves the premises

NEXT: CHOOSE YOUR DATE

Choose three dates that work for you. Contact Jen Schaap at jen@artmeetsearth.org or (231) 622-5252. A \$100 deposit is required to secure your date (this deposit is non-refundable within 30 days of your scheduled event).

COSTS:

Jams:	\$400 per group
Pickles:	\$400 per group
Tomatoes:	\$525 per group
Kimchi and Sauerkraut:	\$375 per group

Costs do not include produce or wine.

Please ask about our special rates for non-profits!



Custom Workshops and Events

Why wait? You schedule the date, you pick the topic and you provide the people. We provide the expertise and support staff. We can also provide fresh local and occasionally organic produce, or we can use what you have bought or grown on site.

DEMONSTRATIONS - A drop-in, informal tour of the trailer with no hands-on component. Great for a farm market or food event.

PUTTING BY (5-8 HRS) - Teaches the skills exactly as you'll use them at home. Each participant takes home a serious share of canned goods.

PRESERVING OVERVIEW (2 HRS*) - All of the basics in one 2-hour class: freezing, drying, canning and fermenting. Get an overview of the process without delving too deep into any particular one.

EXPLORATION COURSES (2 HRS*) - Dive in a little deeper with a single-subject workshop. **CANNING:** How to can fruits and high-acid vegetables, as well as making vinegar pickles. Includes a review of best practices in canning safety. **FERMENTING:** This ancient art of food preservation uses just salt and wild bacteria to create living, dynamic, nutritious and incredibly delicious foods.

ETC - Do you have your own idea about how Preservation Station can best be used? Give us a shout!

**2 hour workshops do not include take-home goods.*

Recommended Canning Ideas and Season Availability

ITEM:

TIME TO CAN:

MONTHS AVAILABLE:

Fruits:

Applesauce	5 hours	August - October (depending on variety)
Peaches	5 Hours	July - August
Pears	5 Hours	August - October

Jams:

Strawberry	4 Hours	Mid-May - Mid-July
Blueberry	4 Hours	July - October
Raspberry	4 Hours	July - September
Blackberry	4 Hours	June - July
Peach	4 Hours	July - August
Tomato	5 Hours	August - September

Pickled:

Asparagus	4 Hours	April - Mid-June
Cucumbers	4 Hours	Mid-July - August
Green Beans	4 Hours	June - October
Beets	4 Hours	End of July - September

Tomatoes:

Tomatoes	5 Hours	August - September
Salsa	5 Hours	August - September
Spaghetti Sauce	5 Hours	August - September

Fermentation:

Sauerkraut	5 Hours	August - October
Kimchi	5 Hours	August - October
Carrots	5 Hours	August - October

ISLAND uses safe, research-based recipes. If you don't see something you'd like to can in the list above, let us know!



NOTE: Final size could vary slightly pending survey.

