

FARMERS MARKET ADVISORY BOARD

REGULAR MEETING MINUTES

Monday, January 28, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
2. Approval of Minutes
3. Budget Update
4. Programming Committee Update
 - a. Wednesday Market Layout Feedback
 - b. Proposed Wednesday Programming Update
5. Operations Committee Meeting Set Up
6. Public Comment
7. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.

FARMERS MARKET ADVISORY BOARD

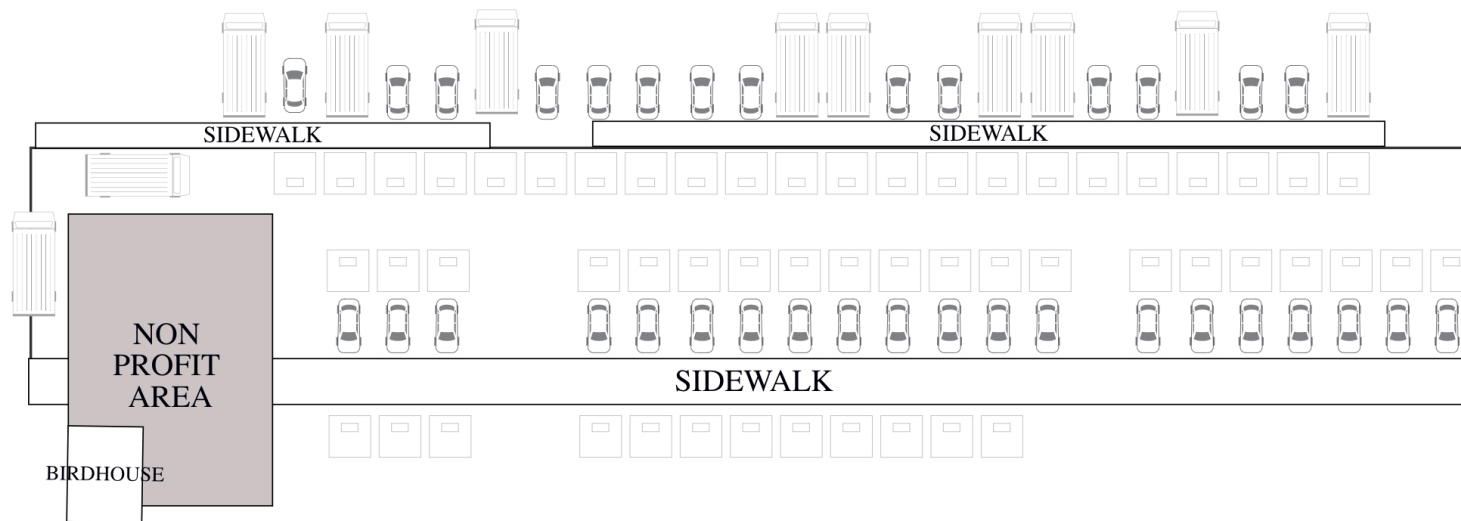
REGULAR MEETING MINUTES

Monday, December 17, 2018, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. Present: Tim Werner, Brenin Wertz-Rot, Scott Hardy, Courtney Lorenz, Sue Kurta, Gary Jonas, Lori Buchan, Linda Grigg, Tricia Phelps, Nic Welty (9:22)
 - b. Absent:
2. Approval of Minutes
 - a. Motion: Scott Hardy
 - b. Second: Meghan McDermott
 - c. Motion passed unanimously
3. Monthly Financials
4. Programming Committee Update
 - a. Proposed Wednesday Programming
 - i. Met to discuss how to increase traffic to Wednesday markets, proposing bringing non-profit partners to Wednesday markets to provide programming
 1. Taste the Local Difference, Groundwork Center for Resilient Communities/MSUE, Crosshatch Center for Art and Ecology proposed as once/month, with fourth Wednesday a rotating feature
 2. Propose to provide stipends for these non-profits to attend and provide programming
 3. Proposing \$200 stipend per Wednesday market for each non-profit partner
 4. Proposing \$5 increase to all Saturday booth rates to cover the cost of these stipends
 5. Nick will email all vendors with proposed layout changes to Wednesday market
 - ii. Food Trucks at Market on Wednesdays and Saturdays
 1. Relocating Norte to accommodate one food truck on Saturdays, featuring one food truck per month
 - b. Budget Review
5. Operations Committee Update
6. Public Comment
7. Adjournment
 - a. Motion: Lori
 - b. Second: Tricia

c. Passed unanimously

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PROGRAMMING COMMITTEE MEETING

- What are we asking these Community Organizations?
 - Interactive Programming
 - Engage, educate and entice an audience
 - Audience should participate in the programming
 - Should not be simply booth
 - Should be complementary and not competitive with the space and the mission of the market.
 - Cannot have sales
 - Ex. music shouldn't be so loud to impede sales of vendors, etc.
 - Payment
 - Tier 1: Food Related
 - \$300
 - Ex. TLD, Groundwork
 - Tier 2: Auxiliary allowed to accept donations
 - \$100
 - Ex. Norte, TSO, TART, Arts for All
 - Time Commitment
 - All materials onsite by start of market (8am) and removed by 1pm
 - Does not need to be full duration of market, but should be staggered to accommodate the varied market goers (ex.
 - Marketing
 - We require you do a reach out to your audience for the market
- Timeline
 - Farmers Market Advisory Board
 - DDA Board - February 15
 - Create Formal Application with Guidelines
 - Reach out to Charities & sign up by April 1st
 - Go to print by May 1st
 - We need specific things/detailed events

OPTION 1:

10 Cooking Demos, 2 Wednesdays per month (June-October) - provided by Taste the Local Difference

Set-up by 8:00 am, programming and samples available between 8:30 -12:00

TLD will:

- ensure required licensing is complete for demos
- set up a tent and table for each demo
- organize guest chefs and demo leaders
- encourage additional promotion from those guests to their audiences
- spend \$50 per demo day on ingredients at SHFM
- provide marketing and promotion of the demos to TLD's audience
- have basic programming details outlined by May 1st to include in SHFM's print materials

SHFM will:

- provide a consistent location for demos
- design and print promotional materials
- make available chairs or picnic tables for audience
- purchase bulk order of compostable sampling cups/napkins
- include TLD's name and logo in promotions

Cost: \$3,500, \$350 per market demo, \$1500 for printing and signage

OPTION 2:

- Community Organizations - original proposition
 - Week 1: Taste the Local Difference
 - Week 2: Groundwork/MSU Extension
 - Week 3: Crosshatch?
 - Week 4: Wild Card:
 - TSO
 - P45
 - Arts for All
 - Norte
 - SEEDS
 - Crooked Tree Art Center
 - TART Trails
 - OTP | Shakespeare in the Park

Cost: \$5,000 (per price breakdown above), no price for printing cost included in the budgeted fee increase