

FARMERS MARKET ADVISORY BOARD

REGULAR MEETING MINUTES

Monday, February 4, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. Present - Scott Hardy, Tricia Phelps, Nic Welty, Linda Grigg, Courtney Lorenz, Sue Kurta & Gary Jonas
 - b. Abent - Meghan McDermott, Brenin Wertz-Roth, Tim Werner, & Lori Buchan
2. Approval of Minutes
 - a. Motion to approve the December 17, 2018 minutes as presented by Lorenz
 - b. Seconded by Grigg
 - c. Approved Unanimously
3. Budget Update
 - a. Budget will be formalized within the DDA Budget and presented in July
4. Programming Committee Update
 - a. Wednesday Market Layout Feedback
 - i. Emails to Nick was in favor it
 1. In favor of the move, on the whole
 2. Would require the increased funds for Saturday to go toward Marketing, as mentioned in our November meeting
 3. Vendors complained about congestion in particular
 - ii. Proposed Wednesday Programming Update
 1. **OPTION 1: 10 Cooking Demos, 2 Wednesdays per month (June-October) - provided by Taste the Local Difference**
 - a. 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

5. Operations Committee Meeting Set Up
 - a. Meeting for Wednesday, 2/6
6. Public Comment
7. Adjournment

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