

FARMERS MARKET ADVISORY BOARD

REGULAR MEETING AGENDA

Monday, March 18, 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. Appointment of New Board Members
 - a. Joann Brown, Interwater Farms
 - b. Executive Committee Nominations
4. Programming Committee Update
 - a. Taste the Local Difference Cooking Demo Proposal
 - b. Signage
 - c. Printing
 - d. Food Trucks
 - e. Coffee Vendor
5. Operations Committee Update
 - a. Audit & Rule Updates
 - i. Vendor Audit renamed to Vendor Visit
 - ii. Rule Updates
 1. Small grammar issues
 2. \$5 increase for Saturday Market Booths
 - b. [Applications Available](#) and due April 8th
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 DRAFT 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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Memorandum

To: DDA Board of Directors
From: Leah Bagdon-McCallum
Re: Farmers Market Advisory Board, 2019 Slate
Date: March 7, 2019

Terms for three positions on the Farmers Market Advisory Board have come up as of February 2019. Two of our current Board Members would like to re-up their terms. After discussing the applications with Nick Viox, Events & Programming Coordinator, I would like to recommend the following slate to the DDA Board:

Tricia Phelps - she is our current chair and we are going through a number of changes (in particular with programming which she is on the subcommittee of). We would like her to remain on the Board so she can champion those changes through.

Gary Jonas - He is the other leading voice on the programming committee, and is our only Downtown business representative on the Board. We believe his voice is an incredibly beneficial one.

Joann Brown - She owns Interwater farms, is there both Wednesdays and Saturdays and her family has been dedicated to the market for years. Furthermore, the Advisory Board is hoping to increase our variety of vendors. We currently do not have a lack of fruit vendors and no apple vendors on our Board. We believe she will be a welcomed voice and presence.

We had other strong applicants, but we believe the variety that Joann will bring with her farm location and growing experience with fruit will be incredibly helpful with our current audit process. We also believe that the other two on the slate will provide some consistency and history for the Board going forward. We would like to approach the other qualified applicants in future years.

Taste the Local Difference® | Sara Hardy Farmers Market

10 Cooking Demos, 2 Wednesdays per month (June-October)

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
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- 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
 - Consistency with TLD Brand Guidelines

Cost: \$3,500 or \$350 per market demo, minimum of 8.

Breakdown of Costs per Market Day:

\$125 Organize Chefs and Demo Leaders

\$25 Social Media Promotion on TLD's Channels

\$25 Add Event to Community Calendars including but not limited to:

The Ticker, Northern Express, Facebook, IPR, WNMC

\$50 for Local Ingredients purchased at Market

\$125 Provide TLD Tent and Demo Support Day-Of

Promotions will say:

Sara Hardy Farmers Market Cooking Demos, presented by Taste the Local Difference

TLD will have prominent logo placement in Programming Guide

Sponsorship Offerings:

Signage at the demo table "This week's sponsor is Blue Cross Blue Shield"

Flyers available at demo table

Promotion of Sponsorship included in Facebook Event

Sponsor logos included on the back of Programming Guide

Sponsors should be representative of Health & Wellness Culture, TLD can veto if conflicting



Downtown Development Authority
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Traverse City, MI 49684
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Memorandum

To: Jean Derenzy, DDA CEO

From: Nick Viox, Events & Projects Coordinator

For Meeting Date: March 15, 2019

SUBJECT: Farmers Market Recommendations

The Farmers Market Advisory Board has been working on several issues to help promote and enhance the overall Market.

TASTE THE LOCAL DIFFERENCE AGREEMENT

Last year we entered into an agreement with Taste the Local Difference to provide food trucks. This year we would like to expand their offerings to create more programming (i.e. cooking demonstrations, canning demonstrations, community partnerships, etc.) within the WEDNESDAY MARKETS. This would cost \$3500, or \$350 per market, total of 10 markets/2 per month. A formal proposal will be presented to the Advisory Board and then to the CEO for final approval. We are hoping to cover this cost mostly through sponsorship.

We would also like to create a printed brochure that describes these classes/programs to the customer and potential customers of the market.

SIGNAGE

The Advisory Board is working to identify signage to promote and have a consistent message. Quotes are being sought to allow the signage to be implemented for this Market year.

LAYOUT

Wednesday markets are looking at a new layout that puts a focus on the customer, which has been approved by the Farmers Market Advisory Board and vetted by all vendors.

BUDGET

The Advisory Committee appreciates your work in identifying the Revenue and Expenditure approach for the Farmer's Market (being a component budget within the DDA Budget). This accomplishes the following:

- Clarity of expenses for the Board & Vendors
- Clarity for planning parameters
- Knowing the actual profit/benefit of the Farmers Market for the DDA
- Year to Year Comparisons

We are hoping this budget can include a sponsorship line item, as well, as we think that will be crucial

RULES UPDATES

The Farmers Market Advisory Board has recommended some updates to the 2019 Farmers Market Rules. These include some grammar issues, changing of the "Vendor Audit Process" to the "Vendor Visit", and a \$5 increase to Saturday Booth payments. We are requesting that this \$5 increase go exclusively to marketing/signage at the market space. Therefore, **we recommend that the DDA Board of Directors adopt the rule changes for the 2019 Sara Hardy Downtown Farmers Market as proposed by the Farmers Market Advisory Board in the memorandum provided by Nick Viox.**