

FARMERS MARKET ADVISORY BOARD

MEETING AGENDA

Monday, April 15, 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. Public Comment
4. Introduction of New Board Members
 - a. Joann Brown, Interwater Farms
5. Programming Committee Update
 - a. Food Trucks Update
 - b. Taste the Local Difference Cooking Demo Update
 - c. Brochure Update
 - d. Signage Update
6. Vendor Applications
 - a. Category 1 & 3 Applications Review
 - b. Category 2 Applications Approval
7. Vendor Visit Requests
8. Vendor Meeting Reminder
 - a. April 22, 10 am
 - b. Changes this year, Food Assistance Programs, & Event Updates
9. Public Comment
10. 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

DRAFT MEETING MINUTES

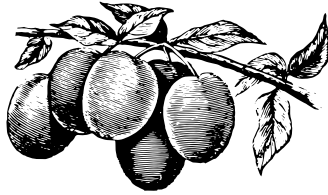
Monday, March 18, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. Present: Tim Werner, Nic Welty, Tricia Phelps, Meghan McDermott, Scott Hardy, Lori Buchan, Courtney Lorenz, Linda Grigg, Sue Kurta, Gary Jonas (9:05)
2. [Approval of Minutes](#)
 - a. Motion to approve minutes as presented: Scott Hardy
 - b. Second: Meghan McDermott
 - c. Motion passed unanimously.
3. Appointment of New Board Members
 - a. Joann Brown, Interwater Farms
 - b. Executive Committee Nominations
 - i. Motion: Motion to appoint Executive Slate as proposed: Tricia Phelps (chair), Lori Buchan (vice chair), & Meghan McDermott (Secretary)
 1. Motion: Tim Werner, Second: Nic Welty
 2. Motion passed unanimously.
4. Programming Committee Update
 - a. Taste the Local Difference Cooking Demo Proposal
 - i. Suggestion to add evaluation (# samples distributed, social media engagement, new visitors to Wednesday market, etc) to TLD obligations under the agreement
 - ii. Suggestion for clustering cooking demos to avoid customer confusion, demonstrate consistency
 - iii. General support for additional organizations/activities after Cherry Festival, programming committee to revisit, and determine final dates with Taste the Local Difference
 - iv. Motion: Motion to recommend proposal as presented by Taste the Local Difference
 1. Motion: Gary Jonas
 2. Second: Lori Buchan
 3. Motion passed unanimously.
 - b. Signage
 - i. Could DDA be willing to have the market spend additional funds (more than amount generated by the \$5 per booth vendor fee increase this year) and have the market pay it down over time?
 - c. Printing
 - d. Food Trucks
 - e. Coffee Vendor

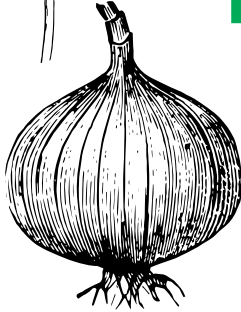
5. Operations Committee Update
 - a. Audit & Rule Updates
 - i. Vendor Audit renamed to Vendor Visit
 - ii. Rule Updates
 1. Small grammar issues
 2. \$5 increase for Saturday Market Booths
 - b. [Applications Available](#) and due April 8th
 - c. New market manager: Elizabeth
 - d. Vendor meeting: week of May 22
6. Public Comment
7. Adjournment
 - a. Motion: Tricia
 - b. Second: Lori

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.

Date	Non-Profit	Contact	Activity	Email	Confirmed	Cooking Demonstration
June 5	Groundwork Center	Miriam Owsley		miriam@groundworkcenter.org	Yes	
June 12	Arts for All	Grace Hudson	Face Painting & Tater Tats	grace@artsforallnmi.org	Yes	Yes
June 19					No	
June 26					No	Yes
July 10					No	Yes
July 17	4-H	Emerald Torez	Bath Bomb Project	torrezem@msu.edu	No	
July 24	SEEDS	Elizabeth	TBD	elizabeth@ecoseeds.org	Yes	Yes
July 31					No	
August 7					No	
August 14	Crooked Tree Arts Center	Megan Kelto	Paint Grand Traverse	megankelto@crookedtree.org	Yes	Yes
August 21	SEEDS	Elizabeth	TBD	elizabeth@ecoseeds.org	Yes	
August 28					No	Yes
September 4	SEEDS	Elizabeth	TBD	elizabeth@ecoseeds.org	Yes	
September 11	Arts for All & Tater Tats	Grace Hudson	Face Painting & Tater Tats	grace@artsforallnmi.org	Yes	Yes
September 18					No	
September 25					No	Yes
October 2	SEEDS	Elizabeth	TBD	elizabeth@ecoseeds.org	Yes	
October 9					No	Yes
October 16					No	
October 23					No	Yes
October 30					No	



SARA HARDY DOWNTOWN
**FARMERS
 MARKET**

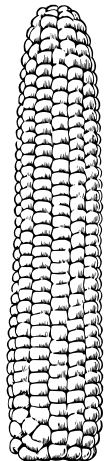
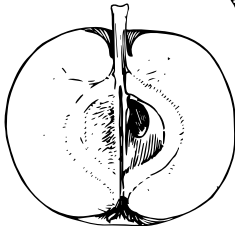


EVENTS



PROGRAMS

VENDORS



Saturdays • May - October • 7:30 - Noon
Wednesdays • June - October • 8 - Noon

HOURS

Saturday | May through October | 7:30am - Noon
Wednesday | June through October | 8am - Noon

LOCATION

Corner of Grandview Parkway & Cass Street in Lot B
The market will be located at the Old Town Parking Garage during The National Cherry Festival (June X - July X)

FOOD ASSISTANCE PROGRAMS

The Sara Hady Downtown Farmers Market is proud to accept the following food assistance programs:

- EBT/Snap
- Double Up Food Bucks
 - WIC/Project Fresh
 - Senior Project Fresh
- Prescriptions for Health

FARMERS MARKET ADVISORY BOARD

Farmers Market Advisory Board Meetings are held every third Monday of the month at the City Governmental Center.

Meetings are subject to change.

For more information contact the DDA Office.

- Joann Brown, *Interwater Farms* • Lori Buchan, *Buchan's Blueberry Hill*
• Linda Grigg, *Forest Garden Organic Farm* •
• Scott Hardy, *DDA Board Representative* •
Gary Jonas, *Customer Representative* • Sue Kurta, *Boss Mouse Cheese* •
• Courtney Lorenz, *Cultured Ferments* •
• Meghan McDermott, *Customer Representative* •
Tricia Phelps, *Customer Representative* • Nic Welty, *9 Bean Rows* •
• Tim Werner, *City Commission Representative* •
• Brenin Wertz-Roth, *Customer Representative* •

ABOUT US



MISSION OF THE MARKET

The Sara Hardy Downtown Farmers Market is operated by the Traverse City Downtown Development Authority (DDA) and is managed by SEEDs.

The purpose of the Market is to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development in the Downtown area.

CONTACT INFORMATION

231.920.3944 | nick@downtowntc.com



MAY



FOOD TRUCK

Available every
Wednesday and Saturday!

COOKING DEMONSTRATIONS

DATES:

DATES:

DATES:

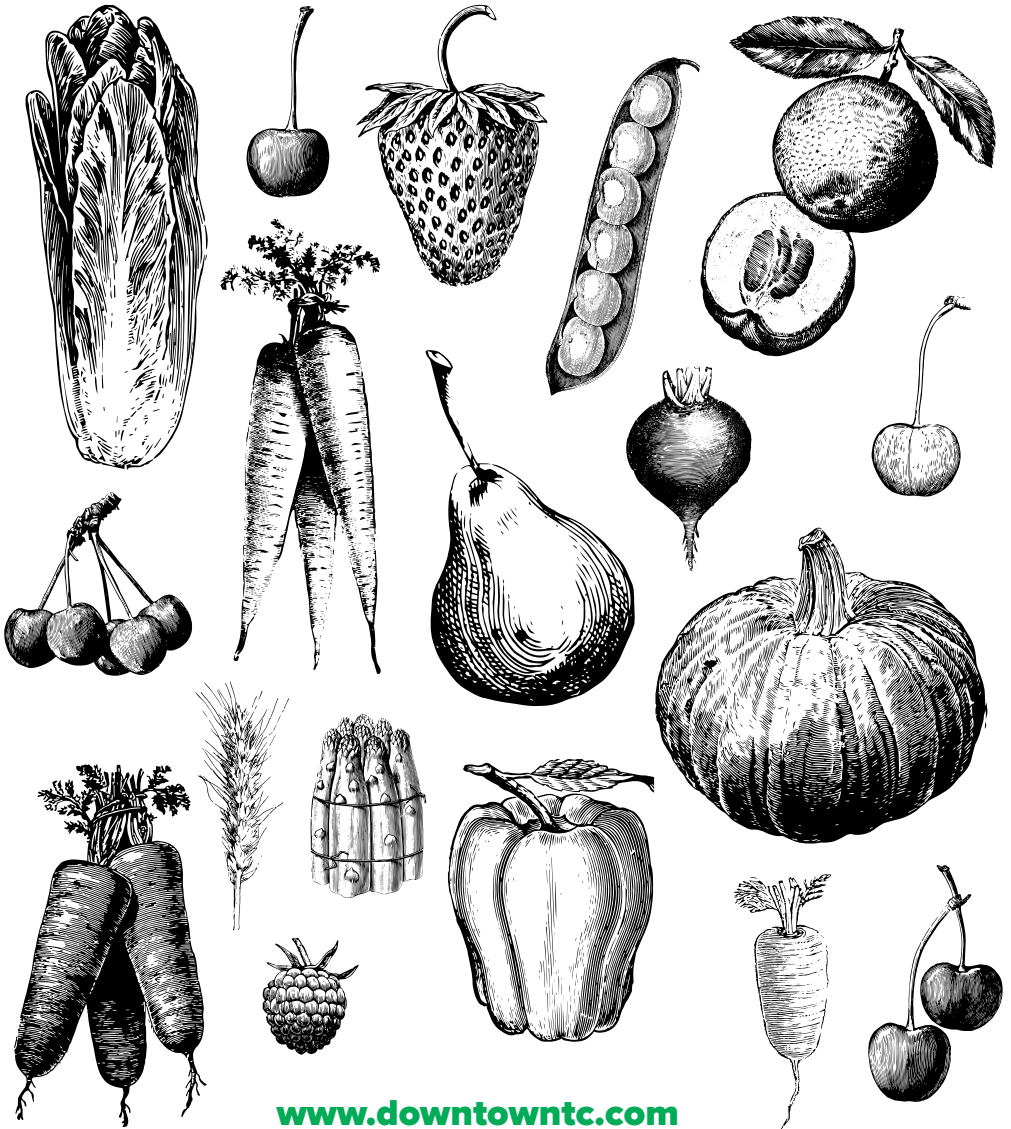
INTERACTIVE ACTIVITIES

DATES:

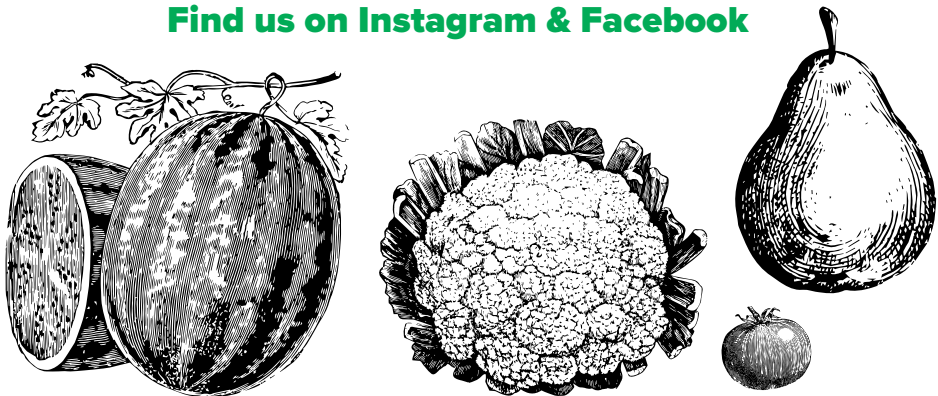
DATES:

DATES:





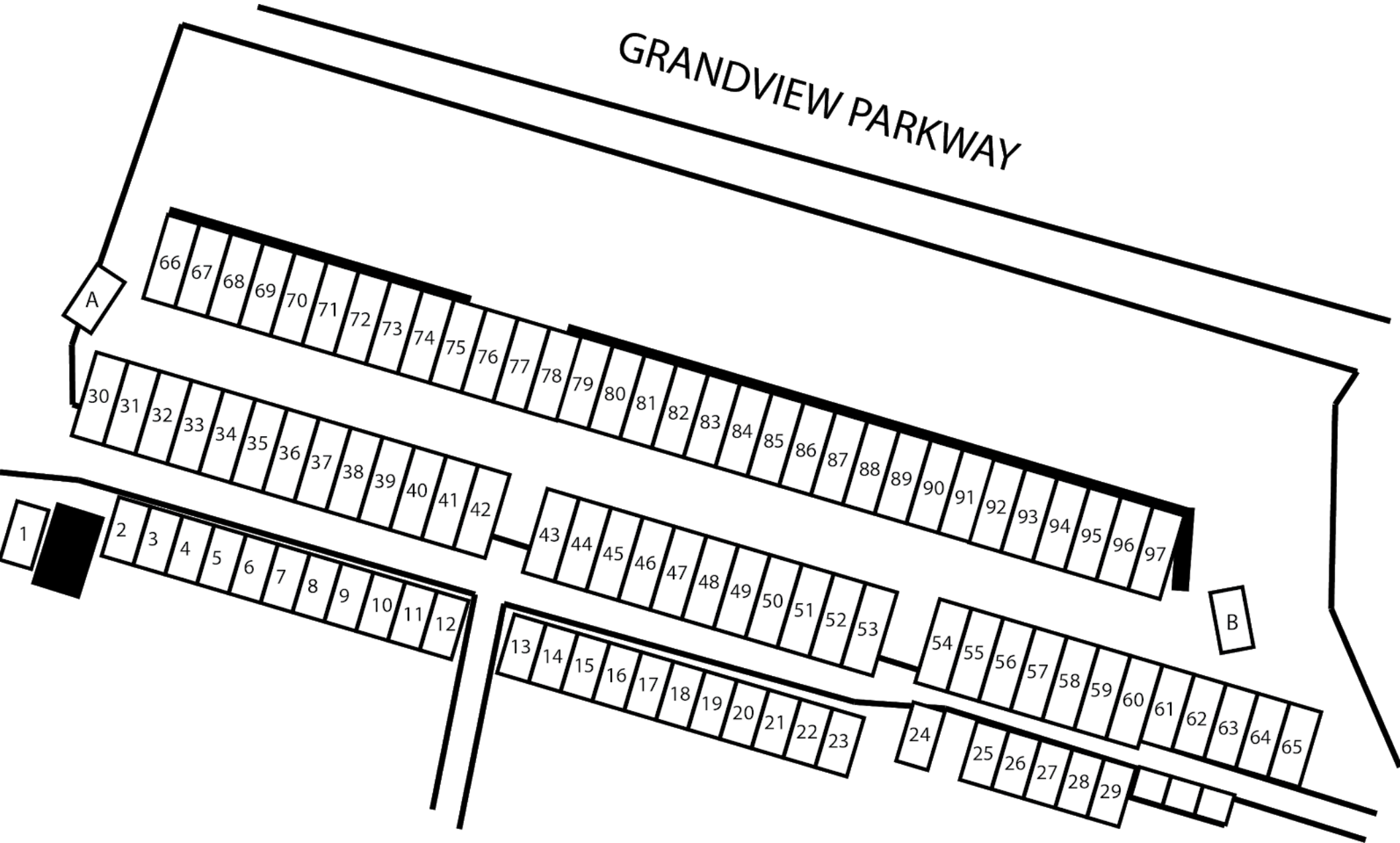
www.downtowntc.com
Find us on Instagram & Facebook

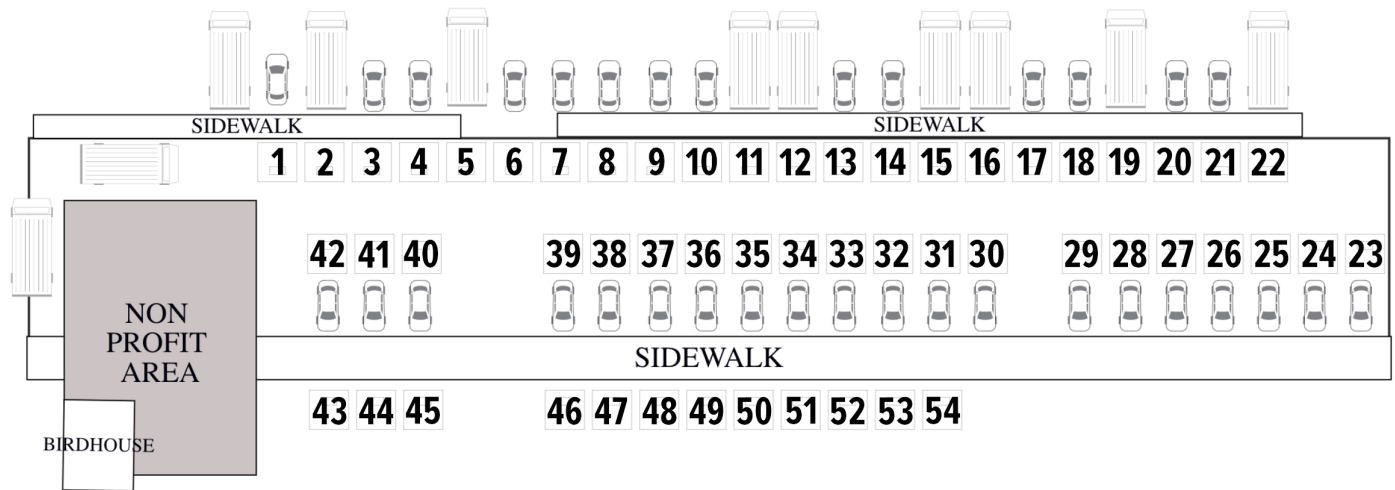






GRANDVIEW PARKWAY





Company/Farm Name	Proposed products you would like to sell at Market	Where do you prepare the products offered for sale?	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	APPLIED FOR WEDNESDAYS	APPLIED FOR SATURDAYS	Category	WAS IN LAST YEAR	What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	Other Considerations	Recommendation
Bay Bread Co	Bread, sweets	601 Randolph	None	Honey, basil, preserves	Flour, yeast, seeds	Yes	Yes	Baked Goods	YES	90	40	100		Saturdays & Wednesdays
Bloom Wildcraft	Sourdough Bread and pastries made with Organic Michigan flour, sourdough donuts, baked goods prepared with wild and seasonal ingredients.	My home kitchen-Looking into a catering kitchen for this year's market.	Some seasonings	Local wheat flour, seasonal fruits and vegetables.	Butter, sugar, some non-local flavors (chocolate, etc.)		Yes	Baked Goods	YES	5	60	35		Saturdays & Wednesdays
Old Mission Multigrain	Bread in several forms, Baked sweet/savory treats. Assorted herbs: Chives, mint, garlic scapes,	813 Garfield Traverse City	Chives, mint, garlic scapes, parsley, sage, rosemary, time	Beer, heavy cream, butter, milk, butter, maple syrup, carrots, red pepper, onion, celery, sun dried tomatoes, cheese and assorted fruits and veggies in season for sweet/savory treats, eggs from various vendors	assorted grains and flours, Michigan honey, Michigan molasses, Madagascar vanilla, Dutch Cocoa, red beans, assorted spices, olive oil, yeast, sea salt		Yes	Baked Goods	YES	3	22	75		Saturdays
Patisserie Amie	Bread	Yes	None	Varies	Varies		Yes	Baked Goods	YES	0	50	50		Saturdays
Modern Bird	Pies, cookies, scones, muffins, hand-pies, breakfast pastries	Home	None	All seasonal fruits and vegetables, (for example from Lakeview Hill, Loma, etc). As much local dairy product as possible, (for example, Idyll Farms Goat Cheese).	Flour, Butter, Sugar	Yes	Yes	Baked Goods	NO	0	80	20		Saturdays & Wednesdays
Pleasanton Brick Oven Bakery	Breads, Cookies and Pastries	Our bakery/storefront - 811 Cottageview Dr. TC, MI 49684	N/A	speciality flours, oats, fruits, vegetables, preserves/jams, honey,	chocolate, milk, butter nuts, spices, high gluten flour			Baked Goods	YES	0	40	60		Saturdays & Wednesdays
Batter:Remixed	Baked goods, cupcakes, cakes, brownies, etc.	Home kitchen	N/a	Fruits, vegetables, dairy, sweeteners (honey/maple syrup), eggs	Flour, sugar, baking powder	Yes		Baked Goods	NO	0	70	30		Saturdays (Partial) & Wednesdays
Rangers Farm	home made bread		none	whole wheat flour	yeast, water, salt			Baked Goods	NO	0	95%	5%		NO

Company/Farm Name	Proposed products you would like to sell at Market	Where do you prepare the products offered for sale?	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	APPLIED FOR WEDNESDAYS	APPLIED FOR SATURDAYS	WEDNESDAYS	WAS IN LAST YEAR	What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	RECOMMENDATION
My Secret Stash	Soap, lotion, bath bomb, lip balm, roller balls and the like	6047 Cedar Run Rd, TC - my home shop	None	Mi soy bean oil, mi Sugar, lavender, various herbs bought in season and infused into oils or used dried	Lye, essential fragrance oils, Shea& Cocoa butters (fair trade), various oils depending on recipe	Yes	Yes	Yes	NO	0	20	80	Saturdays
wild rose	herbal tinctures, tonics, teas, bath and body care products, foraged and garden grown mushrooms, foods, herbs, smudge sticks, zines, bouquets	at my home	flowers, herbs, fruits and vegetables	herbs	vinegar, oil	Yes		Yes	NO	70	20	10	Wednesdays
Harbor View Farm	soaps, body butters, lip balm, lavender essential oil, room sprays, lavender sachets & dryer bags, natural bug spray, facial scrub, eye pillow & neck wraps, honey, lavender sugar, lavender teas, bath products, culinary lavender, jam, BBQ sauce, vinaigrette, dried cherries, cherry mustard	at the farm and a commercial kitchen on South Airport	lavender, cherries	blueberries, raspberries, apples, all other fruit,	sugar, oils & butters (shea, palm and coconut), pectin, other essential oils	Yes	Yes	Yes	YES	60	20	20	Saturdays & Wednesdays
Bee Joyful	Soaps, body Balms, lip balms, deodorants, salve, laundry soap, body creams and powder	Home Shop	Lavender, plantain, mint, lemon balm,	Beeswax, Honey, Lavender,	Olive oil, Coconut oil, grape seed oil, natural oils and essential oils, Lye	Yes	Yes	Yes	YES	10	20	70	Saturdays & Wednesdays
Wildflower Soapworks	Handcrafted soap, lip balm, herbal sprays, herbal balms, herb bundles	117 River Street, Elk Rapids	herbs: lavender, basil, thyme, comfrey	lavender, jewelweed, beeswax, honey, hops	palm, coconut & olive oils	Yes	Yes	Yes	YES	0.3	0.1	60	Saturdays & Wednesdays
My TCBD Inc	CBD lotion, sprays and edibles based on regulatory compliance	Central Lake, MI	None yet.. 2019 Harvest is planned for CBD with White Farms, Rocky Top Farms, Varkin Farms and also my neighbors and my own personal land acreage	Rocky Top Farms, Michigan Extracts	CBD has had to be purchased from other states until we have a harvest this year	Yes	Yes	Yes	NO	0	0.5	0.5	No
Keen & Co. Aesthetics	Skincare	My home	CBD	Essential oils	Essential oils	Yes	Yes	Yes	NO	0	20	80	No

Company/Farm Name	Proposed products you would like to sell at Market	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	WEDNESDAYS	SATURDAYS	WAS IN LAST YEAR	What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	Other Considerations	RECOMMENDATION
Leelanau Gourmet	Roasted Maple-Ginger Walnuts with and w/o Cherries & Walnut Butter	none	cherries & maple syrup	walnuts & spices	Yes	Yes	YES	90	40	100		Saturdays & Wednesdays
Great Lakes Treats	Local farm sourced Jalapeño salts, herb blends	No	All	Salt		Yes	YES	90	40	100		Saturdays
Natural Northern Foods	Salsa, hummus, cheese spreads and pickled vegetables	No	Yes	yes		Yes	YES	15	30	55		Saturdays
Raduno	fresh pasta, sausages	0	Ferris Farm, Hampel Farm	local eggs		Yes	YES	5	60	35		Saturdays & Wednesdays
Naturally nutty foods, inc.	Peanut butters, almond butters and seed butters	0	Coffee, cherries, cherry concentrate, chocolate	Almonds, flax, hemp, chia, peanuts, seeds, coconut, maple	Yes	Yes	YES	5	60	35		Saturdays & Wednesdays
Greentownfoods	Dehydrated apples	No	Apples	Cane sugar cinnamon local vendors		Yes	YES	3	22	75		Saturdays & Wednesdays
Leelanau Savorys, LLC	Pesto	Basil & Spinach	Cheese, olive oil, acidified garlic, salt and pepper	Cheese, olive oil, acidified garlic, salt and pepper	Yes	Yes	YES	3	22	75		Saturdays & Wednesdays
Dover Farm & Craft	chutneys & Jams	rhubarb, raspberries, cherries, apricots, peaches, pears, blackberries, black raspberries, strawberries, tomatoes	blueberries, apples, peppers	vinegar, sugar, pectin, raisins, crystalized ginger, fresh ginger, spices, canned garlic (cannot work with fresh garlic) peppers	Yes	Yes	YES	0	40	60		Saturdays & Wednesdays
Bear Earth Herbals	Loose leaf herbal teas, herbal salves and dried herbs	Lemon Balm, Calendula, Basil, Holy Basil, Ansie Hyssop, Oregano, Rosemary, Sage, Lavender, Marjoram, Lemongrass, Peppermint, Spearmint, Chamomile, Thyme, Comfrey, and others depending on the year. We wild harvest Nettles, Raspberry leaves, Red Clover, Wild Mint, Plantain, Yarrow, St. John's Wort, Elderflowers, Elderberries, Sumac, Dandelion, White Pine, White Cedar, Juniper and others depending on the season.	Beeswax, Hops, Calendula, Lemon Balm, Mint, Lavender, Chaga, Milky Oat Tops, Burdock Root, Anise Hyssop, Lemon Verbena, Dried Blueberries	Base Oils for Salves, organic essential oils for salves, Turmeric, Ginger, Hibiscus, Cardamom, Cinnamon, Cayenne, Green Tea, Black Tea, Oolong Tea, Rose Petals, Elder Berries, Elder Flowers, Caraway, Star Anise, Anise Seed	Yes	Yes	YES	0	50	50		Saturdays & Wednesdays
Boss Mouse Cheese	Cheese & butter	0	95	5	Yes	Yes	YES	0	40	60		Saturdays & Wednesdays
The Redheads	Hummus, dressings, granola, salt your sweet mix, veg burgers, sauces	None	Maple syrup, honey, dried cherries, black beans, canola oil, garlic,	gluten free organic oats, balsamic, olive oil, organic garbonzo beans		Yes	YES					Saturdays & Wednesdays
Northern Elderberry (was Pure Simple Products)	Elderberry Syrups and Elderflower tea blends	none	Honey	Elderberries, elderflower, ginger, clove, cinnamon, and other herbs	Yes		YES					Wednesdays
Press On Juice	Cold-pressed fruit and vegetable juices, plant-based foods	n/a	when available (typically summer): greens, carrots	All others: fruits, veggies, nuts, seeds		Yes	YES					Saturdays & Wednesdays
Green Bird Organic Cellars	Wine, cider, cookies, lavender essential oil	Grapes, lavender	Apples	Ingredients for cookies	Yes	Yes	YES					Saturdays & Wednesdays
LEHTOS PASTIES	BEEF PASTIES	NONE	BEEF, POTATOES, ONION, RUTABAGA	SAME			NO	0	50	50		No
Lucy's Kitchen	homemade dried pasta (vegan, gluten free, specialty), specialty pestos (kale, parsley, cilantro (no basil pesto)), prepared lazagna	All herbs used in products	cheeses, grass fed beef, eggs	organic flours (purchased from local business)	Yes	Yes	NO	0	80	20		Saturdays & Wednesdays
Silver Star Goods	Dried Homegrown Herbs and Culinary Herbed Sea Salts, TC Cherry Maple Granola made with Old Mission Maple Syrup (I help make), TC Montmorency Cherries, and Unsweetened Applesauce instead of oil. I will have fresh herbs in summer if allowed.	Herbs	Pure Maple Syrup, Dried Cherries	Sea Salt, Rolled Oats, Flax Seed, Sunflower Seeds, Vanilla, Applesauce, Almonds, Cinnamon	Yes	Yes	NO	0	70	30		Saturdays & Wednesdays
May I Halva 'nother	Halvah, Chutney, Some Nutrient Dense Meal Replacement Items	Carrots, Sassafras, Autumn Olives,	GT Culinary Oils & Flour for all oil, coffee from Higher Grounds Roasting, tea from Light of Day Organics, honey from Champion Hill Farm, chocolate from Grocer's Daughter Chocolate, dried cherries from Cherry Republic, Maple syrup	Coconut, Sesame Seeds, Rose water, Cardamom, Saffron	Yes	Yes	NO	0	80	20		Saturdays & Wednesdays

Company/Farm Name	Proposed products you would like to sell at Market	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	WEDNESDAYS	SATURDAYS	WAS IN LAST YEAR	What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	Other Considerations	RECOMMENDATION
Grand Traverse Culinary Oils	Sunflower oil, mustard, pasta,	none	wheat, mustard seed,	vinegar, sugar		Yes	NO	0	70	30		Saturdays
Saltless Sea Creamery	A variety of bloomy rind, washed rind, and pasta filata style cheeses, made with local cow's milk and aged 60+ days.	No	Yes; our milk comes from Moomers Farm Creamery.	No		Yes	NO					Saturdays
French Valley Vineyard	Wine	Grapes	NA	NA	Yes	Yes	NO					Saturdays & Wednesdays