

FARMERS MARKET ADVISORY BOARD

MINUTES

Monday, June 17, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. In Attendance: Phelps, Lorenz, Buchan, Grigg, Kurta, Wertz-Roth, Werner, Brown (9: 11am), Welty (9:12 am)
 - b. Absent: Jonas, Hardy, McDermott
2. Approval of Minutes
 - a. Motion: Buchan, Lorenz
 - b. Approved Unanimously
3. Public Comment
4. Programming Committee Update
 - a. Food Trucks Update
 - i. 3 Food Vendors Confirmed - all new food businesses
 - ii. Collecting ingredient & sales reports for each vendor
 - b. Taste the Local Difference Cooking Demo Update
 - i. First one happened on a rainy Wednesday, but still well attended
 - ii. Perhaps having recipe cards for future
 - c. Brochure Update
 - d. Signage Update
 - e. Wednesday Layouts
 - i. New Price Structure
5. Vendor Visits
 - a. Wild Juniper Nursery
 - i. Proven Winners & Nursery Stock rules to be reviewed by the Operations Committee in the fall
 - b. Pleasanton Greenhouse
 - c. Hall's Greenhouse
6. Events
 - a. Ironman Update
 - i. Motion | Increase stipend amount to cover \$2,000 in marketing, \$3,000 in vouchers and full booth costs of all vendors, request permit for Cass, communicate with vendors about collect data this year on the effects of ironman and develop communications to ironman participants.
 1. Motion by Phelps, Seconded by Buchan.
 2. Approved unanimously
 - b. Cherry Festival Brunch

- i. June 29, July 3, & July 6
- ii. NCF Vouchers - \$500 per day
 - 1. To be reviewed
- iii. Radish & Bubbie's Bagels

7. Michigan Youth Opportunity Initiative Program

8. Public Comment

9. Adjournment

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