

FARMERS MARKET ADVISORY BOARD

MEETING AGENDA

Monday, July 15, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. Present: Lori Buchan, Tricia Phelps, Linda Grigg, Courtney Lorenz, Gary Jonas, Scott Hardy, Tim Werner, Brown, Nic Welty (9:20am)
 - b. Absent: Brenin Wertz-Roth, Sue Kurta
 - c. Guests: Elizabeth, Jean Derenzy

2. [Approval of Minutes](#)
 - a. Motion: Lori Buchan
 - b. Second: Scott Hardy
 - c. Passes unanimously

3. Public Comment

4. Events
 - a. Ironman Update
 - i. Letter signed by vendors (authored by Reid Johnston) against Ironman-related adjustments to market vendor locations
 - ii. Current plan includes shutting down Cass St in order to accommodate displaced vendors. Does not include parking for customers or vendors
 - iii. Since this is the first year, the timeline for selection of the location of all Iron Man related activities has been “in flux” since January. This will be a more transparent, predictable process in subsequent years. This arrangement is a significant compromise from the original proposal, which was to relocate the market entirely.
 - iv. DDA will create a flyer for Iron Man market that includes: details about location changes, customer parking options, take customer counts on that day and the Saturday before, ask vendors to provide sales data (either gross revenue or net loss) from a similar Saturday the previous season in order to assess economic impact, and break this information down into vendor type.
 - v. Parking lot T is closed at 4pm on Friday for bike check-in. DDA prioritized not relocating the market entirely, and is ensuring that \$2000 is going directly to farmers despite the fact that this change is a net loss to the DDA. Iron man is interested in purchasing local produce for refreshments before, during and after the race, SEEDS is encouraging Iron Man to reach out to displaced farmers to source product.
 - vi. At a future meeting, it would be advantageous for this advisory board to discuss overall DDA policy and intention regarding events during market season and location changes to the market.

5. Programming Committee Update

- a. Farmers Market Brunch Review
 - i. Only \$4 of market vouchers were returned
 - b. Food Trucks
 - i. Both brunch vendors sold out nearly every day
 - ii. TLD has numbers from vendors
 - c. Cooking Demonstration
 - i. Nothing but positive feedback from customers and chefs, all chefs are on board to return if the opportunity continues
 - d. Wednesday Market Review
 - ii. Customer counts have increased over last year
 - iii. At least one vendor says sales have remained the same
 - iv. Customer and vendor feedback has been mixed
6. Vendor Visits
- a. North Country Farms
 - i. No problems to report, possible crop changes due to low yield this season
 - b. Shiloh's Garden
 - i. "Another admirable farm," no changes to report.
 - c. Brown's Poplar Ridge
 - i. Large operation with multiple sites, no problems to report.
7. Public Comment
- a. Comment from Linda Grigg: DDA website needs to be updated- Nick said the DDA is in the process of updating the website; Musicians seem to be going long and playing loudly- SEEDS said they will monitor the one-hour sets and begin rotating musicians from one side of the market to the other; we've had trouble with people bringing blueberries up from downstate, request to SEEDS to monitor vendors bringing early blueberries closely- SEEDS agreed to keep watch.
8. Adjournment (9:56am)
- a.

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