

SHELTON FARMER'S MARKET ASSOCIATION
MINUTES 2/20/2017

Meeting called to order at 1815 (6:15pm) by Stacia Monahan, with the Pledge of Allegiance.

Minutes of the last association meeting pending corrections.

Treasurer's report read and accepted.

OLD BUSINESS: The board brought a proposal to the association with regard to the amount that a vendor makes before they pay daily fees. The change to the would affect only the first two tiers of the schedule. Zero to \$100.00 would pay zero and \$101.00 to \$300.00 would pay \$5.00. Motion made by Ken Libby and seconded by Tiffany Ballaro. Discussion followed with the explanation of the fees. Motion passed.

Definition of the board of directors duties was tabled.

With regard to the survey taken by the Marketing committee. Lisa Cheney read the results of survey.

What day(s) of the week would work best for you to come to the farmers market downtown? Total 153 votes) Saturday got 47 - 74.6%, Sunday 38 - 60.3%, Friday 17 - 27%, Wednesday 14 - 22.2%, Tuesday 13 - 20.6%, Thursday 13 - 20.6% and Monday 11 - 17.5%.

What time of day is better for you to visit the market? (88 votes)

Morning 35 - 56.5%, Afternoon 37 - 59.7% and Evening 16 - 25.8%.

If we had an after work market during the week in Huntington Center, would you be interested in shopping there? (62 votes) Yes 50 - 80.6% and No 12 - 19.4%.

With the results in hand now the board can go to the mayor and pose questions as to more hours and/or extra days.

The marketing committee also gave a report as to what they thought they would like to purchase with regard to advertising. Some of the items were membership cards with nrs, tote bags for members and for sale, feather flags, magnets, posters, post cards, advertising on WPLR(public service announcements – 3), voice mail, picnic tables and possible advertising on the TV at Sassafras. Most of the items suggested would be paid out of the Valley Community Foundation grant with the remainder from the general fund if approved.

NEW BUSINESS: It was suggested that no changes needed to vendor application. Also March 13th set as the date all current vendor application are due.

Kristen Turkosz explained her ideas for children activities at the market.

There was a proposal to amend the membership to read May 1st to April 31st to coincide with the actual markets.

There being no further business adjournment in order at 1945 (7:45pm)

Respectfully submitted,

Fran Wheeler, Secretary

