

## Norfolk Farmers Market Steering Committee

### Minutes of November 5, 2018 Meeting

Present: Lisa Auclair, Jim Zazra, Valerie Johnson, Mary Jo Tomaselli, Dick Tomaselli, Jan Alteri, Darla Lovett, Doug McDevitt, Margaret Saxe, Frank Christinat, Katherine Kasacek (secretary)

5:29 Lisa calls the meeting to order

Minutes from 10/1/18: MJ motions to approve, Jan seconds.

Outdoor market vendor fees have brought in \$9,772.56, but there are a few vendors who still haven't paid. The Market lost \$300 over the season due to rain cancellations. Savor is still due \$30 refund from 2017, but Val will see if they respond to the Thanksgiving/Holiday market application before abolishing refund and putting money back in budget. Of \$1066 distributed to Petty Cash, \$123 remains. Most Petty Cash went to Food Assistance Program (\$389) and Cook the Market (481.60). 80% of the Food Assistance Market Bucks given out returned to the market. The Catholic Church has a new priest, so Committee will attempt to contact him for the 2019 Market Buck distribution. Committee needs to consider extending the Market Buck season and also marking the notes in a way they can be tracked (e.g. given out by Town Hall, etc.)

The Winter Market postcards are out. They are beautiful, featuring an oil painting by Wayne Jenkins. They are also a little bigger than usual, but they are easily mailed (Jim and MJ will arrange mailing postcards to donors).

Pre-Thanksgiving market is full, but two more vendors have requested booths for this and the Holiday Market. Lisa will send pictures to the vetting jury. Bernadette's Bookshelf is a go, just need a few more authors. MJ will post to Facebook and Doug will ask the Library.

Camp Jewell is catering the Holiday Market and will also be selling French bread, cookies, toffee, etc.

Notable accomplishments for 2018: new website, new shed, successful fundraising appeal, successful AKC Grant, Cook the Market and Ask the Gardener, Margaret & George for sign duties, plus all other committee volunteers. Some notes to the aforementioned: need to figure out linking to documents on the website, update winter dates on website, Karen Rossi gave Dick an idea for creating sculptural flowers for the shed's flower boxes, and the fundraising appeal should be repeated same time next year.

The Holiday Market ad should be email blasted out via Mailchimp. MJ will scrap print and radio advertising. Everyone should drop off postcards to spots in the area. The winter applications will be sent out soon. Ads for the Market Master and Market Administrator positions will be posted to Facebook, the website, Norfolk Now, and in the Botelle School newsletter.

2019 dates decided: May 18<sup>th</sup> to Oct. 12<sup>th</sup>. \$25/market or \$225/half season or \$325/ full season. Jan moves to accept new dates and fees, Margaret seconds. Pre-Thanksgiving Market set for Nov 16<sup>th</sup>, fee \$25. Margaret motions to accept, Dick seconds.

Val revised 2019 Policies and Procedures.

Lisa moves to begin Executive Session at 6:47 PM.

Respectfully submitted,

Katherine Kasacek