

Norfolk Farmers Market Steering Committee
Tuesday April 21, 2020
Online

Present: Lisa Auclair, Margaret Saxe, George Vinick, Sarah Brusco, Darla Lovett, Mary Jo Tomaselli, Dick Tomaselli, Lisa Bequillard, Janet Alteri, Jenny Rackliffe

Also Present: Michelle Fratini

Meeting called to order by Chair Lisa Auclair at 5:32 p.m.

Minutes of the previous meeting of April 7, 2020 were presented. Motion made to approve by Mary Jo Tomaselli, seconded by Jenny Rackliffe and unanimously approved.

Lisa Auclair advised the Committee that she has purchased Zoom for \$15.00 per month.

Financial Report – To date, donations total \$2,690.00. We have 3 full season vendors, 1 half season vendor and one vendor that signed up for 3 markets with total income of \$1,000.00.

Jenny will send out the list of donors to the group. Mary Jo will be sending out hand-written thank you notes.

Update on Vendor Applications – Michelle has been receiving emails regarding the Market and will be getting back to anyone who is questioning on how we are handling the Market.

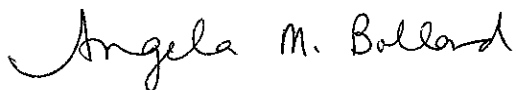
Discussion on Online Ordering Platform – Much discussion was held on how to both provide our vendors with much needed revenue and keep our Market financially viable. It was decided to see if we can get a status from the First Selectman on when the Town may be opening and to also investigate the cost of starting an online payment platform. With an online platform, the Market could expand to prepaid orders and begin another possible revenue stream. A meeting will be held in two weeks to discuss these findings.

Communication to Vendors – Michelle will be reaching out to all vendors to request their operating hours and website, if applicable. An e-mail blast will be sent to the mail distribution group to provide them with this information.

Capturing new Vendors – Branching out into online ordering may give us the opportunity to capture new vendors.

Dick Tomaselli made a motion to adjourn, seconded by Mary Jo Tomaselli and unanimously approved.

Meeting adjourned at 7:00 p.m.



Respectfully submitted:
Angela Bollard