

Public Notice and Agenda:
Manitowoc Farmers Market Committee Meeting
(A Sub-Committee of Grow It Forward, Inc.)
Thursday, August 17 - 5:30 pm
City Hall, 900 Quay Street (Planning/Engineering Conference Room)

Committee Members Present: Amber Daug, Nic Sparacio, Jeremiah Novak, Terri Wilfert, Wayne Franze, Kathy Lesperance

Committee Members Absent: Sulma Hernandez, Vang Mee Yang, and 1 committee member vacancy.

Meeting Called to Order: 5:35pm

Meeting Adjourned: 6:38pm

1. Meeting Summary was approved for June 15, 2017
2. 2018 Planning & Development
 - a. Nic Sparacio provided background utilizing consensus in decision making. Whereas the group must define a problem, clarify goals, gather information, review alternative solutions, and pick the solution.
 - b. This served as a lead-in to discuss many potential problems at the market. The group was asked to list three potential problem areas and then narrow it down to one.
 - c. "Start and End Times"
 - i. Define the Problem
 1. No policy in place to enforce hours
 2. Few customers after 12:00/1:00pm
 3. Vendors setting up and selling early
 4. Some vendors run out of product
 5. Vendors have other time commitments
 6. Vendors were not given input into changing the time into 8-2pm
 - a. After some discussion vendors recalled a survey where they were asked about market times
 7. Food trailers need more set-up time, and ability to park trailers without other vendors in their stalls
 - ii. Goals
 1. Predictable for customers—they will know exactly when the market starts/ends
 2. Accountability for vendors—start on advertised time, end on advertised time
 - a. Flexibility for special circumstances (product runs out, emergencies, bad weather)

3. Need workable setup time (too early and it is dark out)
 - iii. Gather Information
 1. Administer a Vendor Survey
 - a. A vendor survey was collected three years ago leading to the adjustment of the market hours
 2. Administer a Customer Survey
 - iv. Alternative Solutions
 1. Instead of 8:00am-2:00pm
 - a. 8:00am-1:00pm
 - b. 7:30am-1:00pm
 - c. 7:00am-12:00pm
 - v. Pick a Solution
 1. A solution to adjust the market hours was not reached. It was determined that adjusting the hours alone would not satisfy the three goals defined by the group
 2. Further discussion needed to address alternate solutions.
 3. Item was tabled
3. Farmers Market Budget Update
 - a. Amber Daugs provided an overview of the Farmers Market 2017 projected budget
 - b. Action items for next meeting include:
 - i. Adding column to easily see budget vs. actual to clearly see projected farmers market budget through year-end.
4. Market Manager's Update
 - a. Provided update on farmers market vendor incident
 - b. Announced new committee member, Tim Gadzinski of the Manitowoc Public Library who will be joining us at our upcoming meeting
 - c. Highlighted upcoming community event—HarvestFest
5. Schedule Next Meeting
 - a. Tentatively set for September 20, 2017; however, several committee members needed to check back in to see if available.