

Farmer's Market Meeting Minutes

01/23/2020

8:00 AM - City Hall

Members Present: Matt DeMoss, Chuckie Hessong, Charlie Phillips, Alicia Shoemaker, Adaven Scronce, Darren Swartz, Stephanie Watts

City Staff Present: Kim Vogel

The meeting was called to order at 8:00 a.m. by Kim Vogel

- I. **Introductions** – Board members introduced themselves and discussed their association on the board.
- II. **Reorganization of the Board** – It was unanimously voted by the board to appoint Charlie Phillips as Chairman for 2020 and Chuckie Hessong as Vice-Chairman for 2020.
- III. **Approve December Minutes** – Kim Vogel noted that minutes were not taken during the December meeting as that was planning for the dinner following the meeting and for Brad Snow's City Commission presentation.
- IV. **Review Financials** - Vogel reviewed the financials stating that the Market has \$23,285.80 in reserves and that \$2,000 of that is dedicated to the activities grant from the Community Foundation. Vogel reminded the board that obtaining monthly sponsorships kept us in the black and that we'd need to work to get all months covered in 2020. She told the board that the market vendors did a total of \$115,793 in sales for 2019 based on the percentages that were collected from daily sales. Board members told Vogel that they would like to see the weekly breakdown of totals through 2020 so they could help determine what impacted sales each week.
- V. **Market Manager Position** – Vogel updated the group on Amber and that she is willing to assist but is planning to move in June. The board reviewed the job description and offered suggestions. The job will be

posted and we will try to get someone who can be with us all season, while utilizing Amber as she's available.

- VI. Review of Policies and Procedures** – The board discussed the Market start dates and times with the main discussion centering on Wednesday Market's. The board voted unanimously to adjust Wednesday hours to 4:00 – 6:00 PM. The decision was made to review the rest of the rules and regulations and discuss them further at the February meeting.
- VII. 2020 Board and Market Goals** – The board began the discussion of goals with the following items being essential for 2020:
- Filling all sponsorship spots through the season
 - Engage in more social media promotions
 - Educate vendors on social media
 - Consumer education using KState Agricultural and Family and Consumer Science resources
 - Increasing radio advertisement
 - Public transportation to the market
 - Promotion of the Double Up Food Bucks program
- VIII. Market Vendor Diversity** – Tabled until February
- IX. Items from the Board** –
- Charlie Philips mentioned that his 4H Club would assist with Kids Days again if needed. He also mentioned they would talk to the other clubs.
 - Matt DeMoss mentioned spending some funds on social media advertising.
 - Next meetings set for Feb. 25th, March 26th, & April 23rd at 8:00.
- X. Adjourn** – with no further items to discuss the meeting was adjourned at 9:30 AM.

Respectfully Submitted,

Kim Vogel, Director of Parks and Recreation