

## **Harriston Farmers' Market 2016 Season Wrap-Up Meeting**

October 27, 2016

7:00pm

LaunchIt Minto

Attendance: Councillor Colwell, Caitlin Hall, Susan Cowtan, Lena Martin, Dorcus Martin, Jean Anderson and Taylor Pridham.

Regrets: Frank Folkema, Carol Brubacher, Joanne Martin, Vreni VonMeulenen

Pridham welcomed everyone to the 2016 Season Wrap-Up Meeting.

The Committee reviewed the budget from 2016. Taylor Pridham mentioned that the Palmerston Farmers' Market vendors were planning on increasing their vendor fees to \$20.00 and asked what the Committee thought of this. The Committee decided that they did not want to increase their vendor fees due to number of vendors and fear of a raise deterring potential future and returning vendors. The general consensus was that the income was not sufficient enough and it could deter attendance if the vendor fees were elevated.

Pridham recapped what was done in terms of marketing and promoting the Harriston Farmers' Market in 2016. The Committee was happy with social media, signage and radio ads, and wanted to continue in 2017. Lena Martin mentioned that the new location was much better than the previous location at the Train Station. She said there was a lot more foot traffic and increase in families coming downtown.

In terms of marketing in 2017, Jean Anderson suggested that more signage would be beneficial, particularly leading up to the market in Tannery Park because many vehicles see the market but keep driving because there is not an easy spot to turn around. She also mentioned promoting the back-parking lot for the market much more since parking at the front/downtown is an issue. Councillor Colwell mentioned that Council was discussing placing a large green parking sign across the street at the legion, which could also help solve the issue.

The Committee was happy with the weekly events and gift baskets and wanted to continue this in the upcoming season.

Caitlin Hall shared that since seniors are the key supporters and regular attendees at the Market, there should be some sort of reward system for them. She suggested having a senior's special of the week. Jean Anderson suggested a seniors' discount.

The Committee decided that in the case that no vendor is selling any beverages, lemonade could be available by donation. Other events suggested by the Committee were: a Teddy Bear Picnic, more events with the Wellington County library – Harriston Branch, as well as other various weekly themed events.

The Committee agreed that the Market Bucks were a beneficial addition to the market and would like to continue with the initiative in the 2017 season. Caitlin Hall suggested giving Market Bucks in welcome packages for new Minto residents, as well as giving them out as

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gifts to the musicians who play at some of the Markets. Pridham informed the Committee that there were no welcome packages in Harriston. Susan Cowtan volunteered to put together welcome packages for new Minto residents and distribute them with the Market Bucks as well. She also suggested contacting the Minto Chamber of Commerce about distributing them in other business packages. Jean Anderson suggested promoting the Market and distributing Market Bucks at the local food bank. Caitlin also suggested giving Market Bucks to community volunteers at the Volunteer Appreciation in April 2017. Pridham said that she would get more information about accessing Market Bucks and seeing what the Committee could do with them and would follow up for the next meeting.

The Committee expressed that they would like a venue change for 2017. Pridham stressed the fact that moving the market would continue to cause confusion for the public as it would be the fourth location change in 6 years. Susan Cowtan noted that it would be beneficial to have a recycling bin at the market in 2017.

### **NEXT MEETING:**

Tuesday March 14, 2017

7:00pm

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Taylor Pridham  
Economic Development Assistant