

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

October 17, 2016

7:00pm

CNRA Clubhouse

Attendance: Luke Hartung, Katie Baarda, Edwin Martin, Lena Martin, Maureen Searle, Vince Tkaczuk and Taylor Pridham.

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

The Committee reviewed the budget from 2016. Pridham explained that this year was unique to others due to the larger one-time expenses of \$1,100.00 in donations given towards the Mayor's Golf Tournament, the memorial tree for Kevin Katerburg and the IPM bench. Luke Hartung noted that there was also pre-existing revenue to come from the Pre-Seeding BBQ. The Committee decided to add a donation jar at the lemonade table to help cover some of the expenses.

The Committee discussed a 2016 Donation to the Museum and decided on a donation of \$195.00. Luke Hartung noted that the donation should increase every year moving forward and to do this, the vendors' fees should be used as a metric. The committee agreed with this idea and chose that this would be something to discuss moving forward to be brought up at the next meeting in March. The Committee also suggested raising the vendor fees to \$20.00 now that the market has grown with numbers of vendors.

**The Committee suggested increasing the vendor fees.**

**RECOMMENDATION:**

**Moved by: Luke Hartung and Seconded by: Katie Baarda**

**THAT:**

**The Palmerston Farmers' Market vendor fees be increased to \$20.00 per weekly market and \$200.00 for all market dates in the season.**

Luke Hartung suggested donating the 2017 Trivia Night proceeds towards the Palmerston Railway Heritage Museum, along with the metric of vendors fees considering it would gradually increase over time. All Committee members were in favour of donating the proceeds to the museum and decided to revisit the suggestion at the spring meeting when more vendors would be in attendance.

Pridham listed the various marketing initiatives that were used to promote the Palmerston Farmers' Market in 2016. The Committee was happy with all of the marketing initiatives in 2016. Pridham also noted that the Facebook page gained a lot of attention and had a significant increase in followers and engagement in 2016.

The Committee decided that they would like to look into boosting Facebook posts for events in 2017. Vince Tkaczuk suggested adding an Instagram account to gain more momentum on social media and Taylor Pridham said that she would create and manage an account for the upcoming season.

The Committee was happy with the new weekly events added to the markets and would like to continue in the 2017 season. Katie Baarda noted that the musical entertainment could

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

October 17, 2016

7:00pm

CNRA Clubhouse

sometimes get a bit lost in all of the commotion and suggested having a radio playing at the markets and hire musicians for only the bigger events. The Committee was also very happy having other groups coming to the market and hosting breakfasts and lunches and will reach out to more groups in the up-coming season.

The Committee decided that they would like to hold the Corn Roast again in 2017 on the Saturday night of the fair weekend. Luke Hartung stressed the importance of having vendor involvement and help for the event. He also noted that the Palmerston Ag Society would like to see it happen again. The Committee agreed to reach out to student volunteers, MYAC, Harriston vendors, and new vendors to help out at the event. Vince Tkaczuk said it would be good to have a goal of a certain amount of profit to work towards and that starting to sell tickets in advance would be beneficial. He also suggested that those who buy their tickets in advance would receive a free ballot for a draw. The Committee agreed to have the event on Facebook and to boost the event to reach more people. Taylor Pridham said that she would speak to Irmgard at Innovative Print and find out how much 300 tickets would cost to get printed. The Committee decided that the tickets should be printed and ready to start selling the opening Saturday of the 2017 market season.

The Committee was happy with the new Market Bucks and noted that many new people attended the market because of them and that the majority of the Market Bucks were cashed in at the end of the season. The Committee also wanted to know the numbers associated with the Market Bucks. Taylor Pridham said that she would find out more information and report back to the Committee at the upcoming meeting.

Luke Hartung suggested hosting another 2 Trivia Nights in 2017, preferably in January and February. He suggested doing 50/50 with half of the proceeds going towards the Museum and the other half going towards the Palmerston Farmers' Market. Luke Hartung said that he would check with the Roundhouse and let everyone know what dates would be available.

In other business, Taylor Pridham suggested looking into purchasing promotional, reusable bags for the market which could be used as part of the weekly prize baskets. Luke Hartung suggested that the bags could be sold at the market as well. Vince Tkaczuk said that he would send Taylor a link to look at potential bags or boxes. Taylor Pridham said that she would also investigate bag prices and inform the committee at the upcoming meeting.

### **NEXT MEETING:**

Tuesday March 7, 2017

7:00pm

CNRA Clubhouse

Taylor Pridham  
Economic Development Assistant