



VENDOR MEETING

April 6, 2018

7:00pm

CNRA Clubhouse

Attendance: Councillor Judy Dirksen, Luke Hartung, Katie Baarda, Suelaine Poot, Edwin Martin, Lena Martin.

Staff: Taylor Keunen.

1. Review 2017 Season Wrap-Up Meeting Notes

Keunen noted that several changes had occurred since the last meeting. The Taste Real membership is now being offered for free (save \$161.80). Keunen stated that due to liability, insurance and lack of staffing, it would not be possible to purchase and have a bounce castle available during the market. The Railway Heritage Museum Committee offered partially renting a mobile sign for events during the summer as they investigating options. The Committee decided that the existing signage for the market would suffice.

2. Recap January 12 & March 2 Trivia Nights

Hartung stated that overall attendance at the Trivia Nights was good despite the inclement weather for the January event with \$310 made in January and \$620 in March.

3. Review 2018 Vendor Handbook & Application

The Committee reviewed the updated Vendor Handbook and Application. The Committee approved the Vendor Handbook and Application.

4. 2018 Proposed Budget

Keunen noted that the market reserve was \$3,331.91. Luke informed the Committee that they would not be receiving \$1000 from the Pre Seeding BBQ as initially thought. Keunen said that this would affect the budget so the Committee might consider reducing donations. The Committee agreed to not make donations unless there is a surplus.

MOTION:

Moved by: Luke Hartung and **Seconded by:** Suelaine Poot

THAT: The Minto Farmers' Market not budget \$1,000 for community donations in 2018.

CARRIED



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5. 2018 Budget

Keunen reminded the Committee that the 2018 Budget was \$4,551.00 and the updated budget would now be \$3,551.00.

6. 2018 Marketing Plan

The Committee reviewed the Loyalty and Post Cards and made updates as required. Keunen suggested decreasing the amount of stamps required since there is no longer a Harriston Market, only 7 stamps will now be required. The Committee agreed to make the prize Norgan Combo passes again. Keunen shared that she would continue with Facebook and Instagram posts included vendor bios, Facebook events and boosting main events on both accounts.

The Committee asked about whether or not the museum would be investing in a sound system to play music outside. Keunen will check and will follow up with a response over email.

7. 2018 Special Events

Keunen presented a list of proposed events for the 2018 season attached as Schedule "B". She noted the annual Strawberry Social, Family Day and Breakfast, Library Day and the Corn Roast. The Committee opted to change the Strawberry Social to Saturday June 23, which would be the same day as the Handcar Races, and approved the rest of the events.

The Committee agreed to continue with the weekly Gift Basket.

Hartung noted that August would have an extra week in 2019 so that the Market be for 13 weeks.

8. Market/Museum Student

Keunen noted that there will be three students working at the museum for the summer, but due to the amount of work needing to be done, they would not be able to be present at the market for the whole duration. She shared that the student would be able to set up for the market, prepare & maintain coffee/lemonade, collect vendor fees, and clean up after the market. Keunen noted the student would not be able to stamp the loyalty cards and suggested rotating through the vendors to each take a turn. The Committee suggested creating a schedule to rotate through the full time vendors and to place a sign at the



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beverage table directing the shoppers to the "Vendor of the Week" who would take care of stamping for the day. Keunen said that she would prepare a schedule and send to the vendors before the beginning of the season.

Keunen noted that there were still many market bags left and asked the vendors if they would be okay with selling some bags. She also noted that the bags could be for sale at the souvenir table in the museum.

9. Vendor Recruitment

Keunen informed the Committee that she was still waiting to hear from several vendors, but she confirmed that Vince would not be returning to the market for the season. She announced that Ron Harkness, who sells pork and beef, would be joining the market as a vendor for the season. Keunen said that she will be searching for vendors and asked the Committee to send her names and contact information for any potential vendors. Hartung noted that Mr. Harkness will require a good location to park his trailer and have access to electricity and suggested that he, Harkness and Keunen map out the location prior to the first Market. Keunen is to arrange a date to meet and map out the venue.

10. Other business

Keunen informed the Committee that Silvia from Public Health would like to schedule a meeting to go over the food vendor application forms. The Committee suggested that meeting the last week in April or the first week of May would work best. Keunen will check availability with Silvia and follow up with a doodle poll for vendors to decide on a date.

Keunen announced that Kerry Ammerman would be continuing with yoga in the Park for \$10 from 9:00 am – 10:00 am again for the season, but that she would not be able to be there for opening day.

Adjournment at 8:34 pm



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Schedule "A"

Minto Farmers' Market

Palmerston Railway Heritage Museum

June 3 – August 26, 2017

Saturdays 9:00 am – 12:00 pm



Bring your entry to the Market any week to be entered to win a gift basket donated by our generous vendors!



Special Events:

Palmerston Saturday June 3 Saturday June 17 Saturday June 24 Saturday July 1 Saturday July 22 Saturday July 29 Saturday August 26	Season Opening Strawberry Social Handcar Races Event Canada Day Market! Splash Bash in Lions Park 11:00 am – 2:00 pm Family Day at the Market Breakfast by the Carry-On Women's Institute Palmerston Library at the Market Entertainment & Activities for kids! Last Market of the Season! 5th Annual Corn Roast @ Palmerston Arena 5:00 pm – 7:00 pm Corn Eating Contest @ 6:30 pm	 CANADA 150 1867-2017
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Find us on
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www.mintofarmersmarket.ca



Name: _____

Phone: _____

Email: _____



Visit the Minto Farmers' Market
10 times for your chance
to win 2 Norgan Theatre
Combo Packs!

Deadline to enter is Aug. 26/17

Taylor Keunen
519-338-2511 ext. 242
taylor@town.minto.on.ca
www.mintofarmersmarket.ca

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Schedule "B"

June 2	Grand Opening
June 9	
June 16	*Splash Bash* & Basketball Court Event
June 23	Strawberry Social 91Run / Handcar Races / Party in the Park
June 30	Canada Day Theme
July 7	
July 14	
July 21	Family Day at the Market/Breakfast *Carry-On Women's Institute*
July 28	Library Event
August 4	*Long Weekend*
August 11	
August 18	
August 25	Season Ending Celebration Corn Roast/Eating Contest *Palmerston Arena*