

MINUTES  
REGULAR MEETING  
FARMERS MARKET COMMITTEE  
LISBON TOWN HALL  
THURSDAY, APRIL 21, 2016  
7:00 P.M.

1. Call to order

The regular meeting of the Farmers Market Committee was called to order by Sharon Gabiga, Interim-Chairman, at 7:04 PM

PRESENT: Sharon Gabiga, Elaine Joseph, Adeline Jernstrom, Terry Joseph, Michelle Landry,  
Ellie Grant

STUDENT AMBASSADORS: Micah Mlyniec

Motion by T. Joseph second A. Jernstrom to add "Guest Vendor from SNAP" to agenda under 7.a.

VOTE: UNANIMOUS MOTION CARRIED

Motion by A. Jernstrom second T. Joseph to change order of agenda and go directly to item 7.a.

VOTE: UNANIMOUS MOTION CARRIED

2. Previous Minutes –

Motion by M. Landry second by T. Joseph to approve minutes of 3/24/2016.

VOTE: UNANIMOUS MOTION CARRIED

Motion by A. Jernstrom second M. Landry to approve minutes of 3/17/2016, to include "Vendor Types & Regulations" under item 5.a.

VOTE: UNANIMOUS MOTION CARRIED

3. Correspondence – NONE

4. Bills & Financial Report

a. Motion by A. Jernstrom second T. Joseph to reimburse Elaine Joseph \$18.06 for purchase of market Business Cards.

VOTE: UNANIMOUS MOTION CARRIED

b. Motion by M. Landry second A. Jernstrom to accept financial statements of \$1536.31.

VOTE: UNANIMOUS MOTION CARRIED

5. Old Business

a. Vendor Types and Zoning Regulations - Motion by M. Landry second by A. Jernstrom to table.

VOTE: UNANIMOUS MOTION CARRIED

b. Farmers Market Committee Members and Volunteers – Student M. Mlyniec reported that the school principle will be happy to forward emails to parents.

c. Promotion and Advertising – Motion by T. Joseph second A. Jernstrom to sign up for "Mail Chimp" free plan for bulk emailing.

VOTE: UNANIMOUS MOTION CARRIED

Other promotional strategies discussed: press releases to newspapers/radio stations; market bookmarks or other promotional with 2016 market themes; reusable "grocery bag" with market logo; "preferred customers" buttons (to be purchased by customers for vendor specials). E. Joseph reported that website is being updated on a regular basis.

d. 2016 Vendor Updates – Review of applications received. Submitted checks for deposit.

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6. New Business

- a. Vendor and Public Comments and Opinions – No public or vendors present. Review of comments made by vendors over the phone: more, better signage; balloons; more activity closer to the road for better visibility by motorists.
- b. Market Themes – Motion by M. Landry second by T. Joseph to have E. Joseph to use best judgment and set market themes and dates.
- c. Market Layout – tentative layout discussed. Will be finalized closer to Opening Day.

7. Any other business which may properly come before the committee

- a. Guest Vendor from SNAP – Josh Stoffel of the New London County Food Policy Council was present to explain the SNAP Double Coupon Program to the Committee. This program will provide the market with the technology and funds to double a SNAP recipients dollars at the market, explained how this program is designed to be a cost free program for the markets. NLCFPC will provide volunteers to help set up the system. This will include an iPad with a SNAP app, as well as a card reader. The program is designed to utilize grants from local businesses to cover the cost of running the program, in future years.

8. Adjournment - A motion was made by T. Joseph second by M. Landry to adjourn at 8:32 PM.

VOTE: UNANIMOUS MOTION CARRIED



Elaine Joseph, clerk

APPROVED: \_\_\_\_\_  
Sharon Gabiga, Interim-Chairman

RECEIVED FOR RECORD AT LISBON  
CT ON 04/28/16 AT 12:41 pm  
ATTEST. LAURIE TIROCCHI, TOWN-CLERK  
