

Buffalo Grove Farmers' Market Meeting Minutes
2/1/17-7pm

In attendance: Paulette Greenberg, Ed Muldoon, Jackie Beegun, Sarah Lee, Chuck Posniak, Larry King, Peggy Starzcowski, Andy Stein

Not in attendance: Lea Pinshower, Nancy Polewko, Jeff Berman

Agreed opening day will be June 18th, end day October 8, 2017
Everyone updated their addresses and a copy will be emailed to all committee members.

Comments from last year: Team set up/take down worked well and rotated nicely when vacation days caused some conflicts. Everyone cooperated well. Vendor placements nicely spread out. Josiah will be back- our teen volunteer.

Facebook posts did well for advertising the Market.

Peggy was asked to check w/ the park district for parking lot lights for the last 4 markets-very dark in the morning. Suggestion for the lights to go on, around 5.30am
New Vendors/returning vendors: we discussed and agreed to send invites to all the participating vendors from last year. A few new ones we will discuss when their applications come through. Invites will go out by end of February.

Giveaways: Ed showed a sample of an improved shopping list with larger picture, hours and overall size. He will secure pricing.

Other giveaways: Paulette found pens as low as 10 cents each tote bags ;bottle openers w/ key ring, plastic tumblers etc. Overall the shopping lists and pens were more favored.

Vendor and business of the week fees: Vendor fees will remain unchanged. \$225 for full season and \$17 a week otherwise. Business of the Week- agreed to lower the fee to \$100 from \$125.

Larry will continue to handle the non profits. Paulette gave him some business cards of interested non profit groups who want to participate. The therapy dog non profit- Peggy will check w/ the village to see if this will be ok as village ordinance does not allow dogs at the market.

Entertainment: Jackie volunteered. Fern had made an extensive spread sheet with all of 2016's entertainers contact info. Ed was able to secure this material from Fern's son. Paulette had several restaurants interested in doing food demos. We discussed a small gratuity to the entertainers or to their non profit charity. Andy explained that would be a conflict of the Government giving to a non profit.

Publicity: Facebook was very successful. Agreed to increase Ed's budget to \$750 for the summer. (last year the budget was \$600 and he spent \$599.32)

Daily Herald- unsure if we will buy ad's again. Paulette will get pricing.

Other discussion: food trucks- unless they sell 'breakfast type' food, agreed we will not pursue them.

Sweatshirts- two members not interested . four would like them.. Paulette will secure pricing for next meeting.

Next meeting 3/7/17 7pm

Meeting ended 8pm