



TOWN OF LEDYARD

741 Colonel Ledyard Highway
Ledyard, Connecticut 06339

Ledyard Farmers Market Committee Meeting Minutes

Chairman Pamela Ball

Regular Meeting

Wednesday, January 8, 2025

5:30 PM

Town Hall Annex - Hybrid Format

In-Person: Annex Meeting Room - Town Hall Annex Building

Remote Participation Information is Noted Below:

Join Zoom Meeting from your Computer, Smart Phone or Tablet:

<https://us06web.zoom.us/j/83627631650?pwd=zTn3vFUvCUSIL8c0dJ0mvYb2IaAEHA.1>
Or by Audio Only: Telephone: +1 646 558 8656; Meeting ID: 836 2763 1650; Passcode: 898089

I. CALL TO ORDER

The Meeting was called to order by Committee Chairman Pamela Ball at 5:32 p.m.

Chairman Ball welcomed all to the Video Conference Meeting; and she noted that the remote meeting information for the Farmers Market Committee and members of the Public to participate in tonight's meeting was available on the Agenda that was posted on the Town's Website - Granicus-Legistar Meeting Portal.

II. ROLL CALL

Present Chairman Pamela Ball
Committee Member Allison Troy
Recording Secretary Sarah Martic
Treasurer William Thorne
Committee Member Ethan Foltz

Excused Committee Member Ellin Grenger

Chairman Ball noted that Alternate Member Mr. Thorne would be seated as a Regular Member in the absence of Ms. Grenger.

III. RESIDENTS & PROPERTY OWNERS COMMENTS

None.

IV. PRESENTATIONS / INFORMATIONAL ITEMS

Boy Scout Michael noted that he has volunteered many hours working at the weekly Farmers Market. He stated that next fall, 2026, he would start to work on his Eagle Scout Project. To prepare for his upcoming Eagle Scout Project, he wanted to discuss some potential projects that would provide improvements to the Farmers Market area. He presented the following ideas

- Wooden Covers for the Trash Cans at the Farmers Market
- Expanding and/or organizing the existing Storage Shed.

The Farmers Market Committee discussed adding a solar light to the shed and suggested possibly working with the Parks & Recreation Department regarding improvements for the trash cans.

V. MEMBER COMMENTS

None.

VI. TREASURER REPORTS

Financial Reports Fiscal Year 2024/2025

- Year to Date Report - September 25, 2024
- Purchase Orders Report - September 25, 2024

Treasurer Mr. Thorne stated the following Financial Reports were provided for tonight's meeting noting that they had an approximate balance of \$17,798 to start the 2025 summer market:

- Year to Date Report - January 2, 2025 Balance \$17,798
- Purchase Orders Report - January 2, 2025 showed that they had \$6,325 encumbered for Open Purchase Orders.

MARKET MANAGER REPORTS

Chairman Ball shared a thank you card the Farmers Market Committee received from the Frank's Mobile Pizza Kitchen.

VII. APPROVAL OF MINUTES

MOTION to approve the Farmers Market Committee Special Meeting Minutes October 2, 2024

Moved by Ms. Ball, seconded by Mr. Thorne.

VOTE: 5 - 0 Approved and so declared

RESULT: APPROVED AND SO DECLARED

MOVER: Pamela Ball

SECONDER: William Thorne

VIII. OLD BUSINESS

1. Any other Old Business proper to come before the Committee
None.

XI. NEW BUSINESS

1. Preparations for the 2025 Summer Market.

- Vendor Fees and Operational Costs

Committee Chairman Ball discussed the market's cashflow, mentioning that they currently have a balance of about \$17,798 to start the 2025 Market Season. She commented that they were fortunate in that some costs (such as insurance) do not contribute to increases in operating costs. She also discussed the need to change the fee structure to offer a "cash discount" for vendors paying by check rather than PayPal, noting that the market absorbed nearly \$150 in PayPal fees last season.

Team discussed having a vendor fee of \$210 per season with a cash discount fee of \$200 per season with similar discounting for part and guest fees.

Mrs. Ball went on to discuss the possibility to raise other prices, but only if necessary. She stated that other costs to operate the Market, such as the trash removal, costs for the website and email service may also see increases, and that they would need to consider the impact of those increases on the market's budget.

RESULT: CONTINUE

- Entertainment

The Committee discussed the entertainment budget, noting that they could increase this budget if needed.

Ms. Martic mentioned a discussion she had with well-known country artist, Ray Scott, noting that she could see if he would be interested in performing at this summer's market.

RESULT: CONTINUE

- Extend Market Season

The Committee discussed the possibility of extending the Market Season to 16 weeks and the general consensus was that this was a good idea.

Ms. Troy expressed concern noting that they would need seek extra support to help once school started. Ms. Ball indicated that the market would find extra help or make changes to the children's activities on days when Ms. Troy was not available.

RESULT: CONTINUE

· Children's Activities Table

Ms. Troy discussed the success of past events that were particularly popular with the kids.

RESULT: CONTINUE

· Website Management and Newsletter

Mrs. Ball expressed concerns about the lack of having a computer-savvy individual to manage the website and newsletters, noting that this role was previously filled by Kristie Lundgren.

Mr. Foltz offered to ask people he knew if they would be willing to help (with or without pay). Ms. Ball expressed concern about the responsiveness and the required time commitment. She also discussed the need for a local, fast, and responsive person to manage the online presence.

RESULT: CONTINUE**2.** Discussion regarding 2025 Weekly Themes

The Committee discussed the weekly themes for the Market, and agreed to simplify the themes, to allow for more flexibility in the music and decorations.

The Committee also discussed the idea of focusing on the best events, such as Opening Day, Hometown Heroes, and Dogs Days of Summer, and possibly dropping the less successful themes.

Ms. Troy noted that the following Themes were particularly successful:

- ✓ Nascar Day
- ✓ 4th of July
- ✓ Back to School
- ✓ Halloween

The Committee agreed to proceed with the application process without immediate concern for the themes.

RESULT: CONTINUE

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· Safety Concerns - Vendors Leaving Early

The Farmers Market Committee discussed the organization and management of the Ledyard Farmers Market. They agreed to the following:

- ✓ Continue with a monthly meeting schedule, with the next meeting set for February 5th.
- ✓ Open the vendor application process to all vendors, and give priority consideration to returning vendors.
- ✓ The application process will start on February 1st and continue until March 1st.
- ✓ Suggestions/ideas for market layout
 - Limit the number of vendors and avoid placing them on the grass.
 - Addition of a walkway on the south side of the market.

RESULT: CONTINUE

3. Any other New Business proper to come before the Committee

Mrs. Ball provided a recap of the Committee's discussions this evening noting the following:

- ✓ Mrs. Ball will update vendor application forms with new the pricing structure.
- ✓ Mrs. Ball will begin accepting applications February 1, 2025; and priority consideration will be given to returning vendors.
- ✓ Mrs. Ball will update the market map to remove select vendor spaces and add a walkway on the south side of the market.
- ✓ Mrs. Ball will update vendor rules regarding car movement and pack-up time.
- ✓ Mrs. Ball will invite Parks & Recreation Director Scott Johnson, Jr. to the Farmers Market Committee's February 5, 2025 meeting to discuss plans trash management
- ✓ Mr. Foltz would ask his network for potential volunteers/paid help for website and newsletter management.
- ✓ Farmers Market Committee members would think about ideas to better integrate the entertainment into the market.
- ✓ Farmers Market Committee members would think about how to handle full-time crafter applications for discussion at their February 5, 2025 meeting.

- ✓ Farmers Market Committee members would brainstorm to develop ideas for the south side of the market grounds regarding car placement and safety.

NEXT MEETING

February 5, 2025

X. ADJOURNMENT

MOTION to adjourn the meeting at 6:53 p.m.

Moved by Ms. Ball, seconded by Ms. Martic

VOTE: 5- 0 Approved and so declared

Respectfully submitted,

Pamela Ball
Committee Chairman

DISCLAIMER: Although we try to be timely and accurate these are not official records of the Town.