

Unity Farmers' Market
Notes from the Pre-season Meeting
March 4, 2012, 1 p.m., at Unity Community Center

Present were Judy Rock, Lois Labbe, Peg Byrne, Rick and Linda Kersbergen, Bill and Michelle Neville, Mike Gold and Elaine Olsen.

Lois presented the yearly Treasurer's report.

It was reported that Balfour Farms will not be participating this year. No one knew of any new vendors.

The following items were discussed:

1. More signage is needed near the market. A new open banner was considered.
2. We should try to involve Unity College in some way.
3. We could develop a customer survey asking where they are from and what other products would they want to see at the market.
4. The snap program was a success. Lois has the machine and it will be tested before the first market day.
5. The market needs honey, maple syrup, chicken, and cheese. Judy will advertise for vendors.
6. It was agreed that planned events bring in more people to the market. The Taste of the Market tried several years ago was such an event. We could work with others and/or the UBR for help in new ideas.

The 2012 Unity Market Days will begin on May 5th.

Mike reported on a grant for promotion and instruction. Funding is pending for continuing double coupons. It looks promising.

Maine Federation of Farmers' Markets has requested a donation to the organization. It was moved, seconded and voted unanimously to pledge \$50.00.

The Annual Meeting of the Unity Market is scheduled for April 14th at 10:00 A.M. at the Unity Community Center.

This meeting was adjourned at 2:15 P.M.

Respectfully submitted,

Elaine Olsen