

## MINUTES

### DANDRIDGE FARMERS MARKET MEETING TO PLAN MARKET'S 5<sup>TH</sup> YEAR

JAN. 30, 2012

UT EXTENSION OFFICE, DANDRIDGE

#### ACTION ITEMS AND DECISIONS:

1. VOTED TO **CO-SPONSOR MARCH 16 COMMUNITY RAISED BED WORKSHOP** AT BOYS AND GIRLS CLUB. THIS EVENT IS BEING DONE IN PARTNERSHIP WITH THE JEFFERSON COUNTY HEALTH COUNCIL AND OTHERS.
2. MARKET START DATE: **VOTED TO START MAY 26**. MAY 19 IS CRUISE IN AND WE CAN'T USE THE PARKING LOT AND LAST YEAR IT WAS CONFUSING TO START, STOP AND RE-START. COBB GREENHOUSES WOULD LIKE EARLIER DATE DUE TO NEED TO SELL PLANTS. SUGGESTED SEVERAL OPTIONS – GLENMORE, LAUREL CHURCH, AND OTHER LOCATIONS, MAY 5 – BE A VENDOR AT THE BASS MASTERS.
3. MARKET HOURS: VOTED TO **START MARKET AT 9 AND GO TO 12**. RATIONALE WAS NOT ENOUGH CUSTOMERS EARLIER IN THE DAY. **VENDORS TO BE AT MARKET NO LATER THAN 8:30 AM**
4. NO PRESELLING – **VOTED NO SALES TO BE MADE AT MARKET BEFORE THE START TIME**. RATIONALE DISCUSSED WAS SAFETY AND FAIRNESS TO OTHER VENDORS. DECISION MADE TO **"ROPE OFF ENTRANCE" FROM VENDOR ARRIVAL TIME TO MARKET START**. THAT WAY BURDEN OF TELLING PUBLIC ON MARKET AND NOT ON VENDORS.
5. MARKET THEME FOR MARKET'S 5<sup>TH</sup> YEAR – **AGREED TO PUSH CHILDHOOD NUTRITION AND FRESH FOODS VIA EVENTS AND WORKSHOPS** – TYLER VIEWING BEE HIVE; PLANTING SEEDS; CO-SPONSORING RAISED BED WORKSHOP AND AT THE JEFFERSON COUNTY FAIR AUGUST 2 – 11 (MR. SHETLEY SUGGEST DOING A SIGN FOR THE FAIR)(ADAM NOTED THAT LEIPER'S HARDWARE DOES SEEDS AT SCHOOLS).
6. ONE-TIME FEE – DUE TO DECREASE IN GRANT FUNDS VOTED THAT **EACH VENDOR TO PAY A ONE-TIME \$25 FEE OR BECOME A MEMBER IN THE DANDRIDGE COMMUNITY TRUST AT THE \$25 LEVEL** TO DEFRAY COST. ALL VENDORS TO PAY THIS FEE EXCEPT FOR COMMUNITY NONPROFITS LIKE FCE, HUMANE SOCIETY, ETC.
7. **WEEKLY VENDOR FEE: \$5 IS THE WEEKLY FEE FOR THOSE THAT RESERVE SPOT IN ADVANCE. FEE JUMPS TO \$10 IF NO ADVANCE REQUEST IS MADE AND THERE IS SPACE AVAILABLE**. RESERVATIONS TO QUALIFY FOR LOWER FEE MUST BE MADE AT LEAST A WEEK IN ADVANCE.
8. **VENDORS TO INFORM MANAGER OF WHAT THEY ARE BRINGING TO MARKET NO LATER THAN TUESDAY EVENING FOR THE FOLLOWING SATURDAY** SO THAT THEIR PRODUCT CAN BE INCLUDED IN THE I CONTACT E-NEWSLETTER.

#### OTHER

#### EVENTS –

- FARMERS MARKET IS CO-SPONSORING THE MARCH 16 **COMMUNITY RAISED BED WORKSHOP** AT THE BOYS AND GIRLS CLUB ON HIGHWAY 92 IN DANDRIDGE. OTHER SPONSORS INCLUDE THE JEFFERSON CO. HEALTH COUNCIL. DR. PAT BIGGERSTAFF WILL CONDUCT THE WORKSHOP. 9 AM – 1PM. LUNCH

PROVIDED FOR THOSE THAT PREREGISTER. CALL 865-475-4421 OR EMAIL [JeffCoHealthCouncil@yahoo.com](mailto:JeffCoHealthCouncil@yahoo.com) TO PREREGISTER. AFTER WORKSHOP FROM 1PM-3PM IS A SEED AND PLANT EXCHANGE.

- **DECISIONMAKING AT HARVEST AND BEYOND** – UT CENTER FOR PROFITABLE AGRICULTURE PRESENTING WORKSHOP FOR FRUIT AND VEGETABLE GROWERS AT WHITE PINE ON FEB 16. PREREGISTRATION DEADLINE FEB 9.
- **MOSSY CREEK NETWORK** IS PLANNING A SLOW FOOD EVENT. THE CONCEPT IS TO BUY LOCAL AND DEVELOP A SUSTAINABLE ECONOMY. CONTACT SHANNON MILLER FOR MORE INFORMATION AT [shannonwelchmiller@gmail.com](mailto:shannonwelchmiller@gmail.com)
- MAY 5<sup>TH</sup> **BASSMASTERS ELITE FISHING TOURNAMENT** IN DANDRIDGE AND DOUGLAS LAKE. THERE WILL BE A DOWNTOWN EVENT FOR THIS THAT THE DANDRIDGE COMMUNITY TRUST WILL BE WORKING ON WITH THE TOWN. FOR MORE INFO, CHECK THE [www.MainStreetDandridge.com](http://www.MainStreetDandridge.com) WEB SITE.
- MAY 19 – **CRUISE-IN** IN DANDRIDGE
- JUNE 2 – TENTATIVE DATE FOR **HEALTH FAIR** IN DOWNTOWN DANDRIDGE OF WHICH MARKET WILL BE A PART.
- **JEFFERSON COUNTY FAIR** – DATES ARE AUGUST 2 – 11 – WE WILL TRY TO MARKET THE MARKET AT THE FAIR. IF YOU WOULD VOLUNTEER TO HELP WITH THIS, PLEASE CONTACT BARBARA GARROW [bagarrow@hotmail.com](mailto:bagarrow@hotmail.com) OR SUE SHETLEY AT [treksue@gmail.com](mailto:treksue@gmail.com)

#### MARKETING HINTS

TAMMY ALGOOD SUGGESTED TO FARMERS AT THE HORTICULTURAL EXPO TO USE TABLECLOTHS THAT ARE A NATURAL COLOR AND NOT WITH A LOT OF PATTERN TO SHOW OFF YOUR FRUITS AND VEGGIES. SHE ALSO SUGGESTED GROUPING ITEMS BY COLOR – ALL THE YELLOW VEGGIES IN ONE AREA, THE RED IN ANOTHER, AND SO ON. THAT WAY, THE CUSTOMER HAS TO STOP AND LOOK AND SAY YES I WANT THAT RED TOMATO, AND AT THE NEXT GROUP, I WANT A YELLOW TOMATO TO GO WITH IT. THIS ARRANGEMENT MAKES CUSTOMERS STAY AT YOUR BOOTH LONGER. WHITE TABLECLOTHS MAKE VEGGIES LOOK DIRTY. HAVE A SIGN THAT IS CLEAR ABOUT YOU AND WHAT YOU ARE. ARRANGE BOOTH IN A U SHAPE SO THAT YOU CAN USE THE ENDS LIKE AT THE GROCERY STORE AISLE TO CAPTURE ATTENTION TO YOUR PRODUCTS.