

Minutes Winter Market Committee Meeting 4/8/17 1:50 pm

Attending:

Simon- 30 Acre

Jan- Goranson ** Committee member

Sean- Swallowtail (in proxy for Lauren ** Committee member)

Dominic- Two Farmers ** Committee member

Jodi- Alewives Brook

Joel- Serendipity Acres ** Committee member

Marketing discussed:

Joel identified three tiers of marketing to focus on. Print/Radio, signage @ Cove St, lawn signs.

Mary Ellen of Green Spark and Joel are reviewing a proposal for 2018-19 season, and will review present budget for 2017-18 season. Help is welcome.

Regarding 2017-18 season, Sean will locate existing PFMA Winter Market Banner to hang on front of building and work out how it is hung. Joel will help if needed. Sean will ask Lauren about a permanent small wooden sign for outside of building near front door as a full season reminder of Winter Market season. Joel will make a full size sandwich board for parking lot. Joel will design a coordinated strategy for placement of lawn signs. Sean suggested nearby hot spots, ie Rising Tide and Coffee by Design, for print/ poster advertising.

Long Term Winter Market Strategy Discussed:

Investigating increasing market size was mentioned for two reasons. Our current vendor/sales may warrant that, as well, someone else independent of PFMA may start a larger market. All agree a cohesive marketing plan is the most prudent short term strategy.

Sean says 84 Cove is at capacity and the idea of a greenhouse extension makes plowing very challenging as well he doubt building owner would go for it. Dominic mentioned moving fence in lot to make more room for lowing, etc. Sean notes boundary of lot is problematic due to wetland.

Joel categorized three classes of spaces: Retail (like 84 Cove), Event (like Thompsons point), and Church basement (like Irish Heritage Ctr). Jan, Sean and Dominic pointed out managing a retail type option is a big responsibility. Event space options want prohibitively larger daily rents for Saturdays and are reluctant to book a season of Saturdays for one interest. The Portland Company along Commercial St & the Promenade are renovating for such a purpose on a 3 to 5 year start schedule and like the Farmer's market idea, but want it to be part of a daily open market/ bazaar. New searches and subsequent transitions will take time. Dominic and Joel mentioned some sort of a cheap larger city owned space like a fabric barn, perhaps in Deering Oaks itself. Clearly Hanne needs to weigh in on how and if this can be proposed.

Annual Winter Market Planning Schedule:

It was discussed that the timing of choosing potential new vendors and commitments from existing vendors are out of synch with the annual meetings. A special annual meeting, later in the season was discussed, but Jodi and Sean mentioned that a well run Winter Market Committee may be able to anticipate any scheduling problems and all agreed that at least this season we shall see how successful that can be. All agreed the next WMC meeting TBA some time this summer will examine this in more detail.

Meeting adjourned 2:35 pm Yeah Team!!