**Northampton Farmers Market – First Meeting**

2**018 Farmers Market, November 14, 2017 (Meeting outline and minutes)**

**NOTE: NEXT MEETING TO BE HELD ON TUESDAY, JANUARY 16, 2018 AT 6:00 PM**

**Welcome:**

**Please sign in and give us your telephone number and E-mail address-again; thanks.**

**Background:**

1. **Borough Council approved a second year for our market at the Laubach St./ Smith Lane Area**
2. **This year we are promoting use of the SNAP and Double SNAP programs for lower income customers.**
3. **We again reached out to the Northampton Area School District to involve students as aids, vendors, story tellers, and/or entertainers. We look forward to an increased connection and partnership.**

**Review of Data from 2017 Northampton Farmers Market**

* **Data collected by Allison Czapp and her assistant from Buy Fresh Buy Local-**
  + **Sheet Headed by “Northampton Farmers Market – Sex and Gender**
    - **77% (51 of 66) of our customers are females**
    - **49% (32 of 66) of our customers are 50 to 70 years of age**
    - **64% (42 of 66) of our customers are in one or two person households**
    - **73% (48 of 66) of our customers have no children in their household**
    - **70% (46 of 66) of our customers live in our 18067 zip code address and additional 20% (13 of 66) live in three nearby zip codes for Walnutport/Cherryville, Whitehall, and Catasauqua**
  + **Review charts and graphs of above data attached to the above Buy Fresh Buy Local data sheet**
* **We have a new opportunity to serve our lower income residents with the Supplemental Nutrition Assistance Program (SNAP) and a doubling of the customers SNAP allocation up to $10.00 per day of purchases – see handout entitled Supplemental Nutrition Assistance Program (SNAP) and the last page table with Northampton Borough potential customer market.**
* **We invite your suggestions as to how we will be able to increase our daily customer count from 160 – 260 range to a range of 300 to 400 per market day. [Suggestions now and by internet E-mail as an idea comes to you] At meeting:**
  + **Crafts ok but maybe only one vendor space for crafters and alternate up to four crafters filling that once/month.**
  + **Continue to pursue Rack Cards, Direct Mail, and a tri-fold brochure. Estimate cost/benefit. Decide at next meet.**
  + **Estelles catering would be a good vendor fit. VR called them 11-15-2017 & they agreed to join our market.**
  + **VR will follow up to his joint advertising proposal by calling Mary Kosits, Bath Farmers Market manager.**

**Planning for 2018 Northampton Farmers Market:**

1. **General planning and budgeting items: Total Borough budget is at least $1,500.00 as per last year. This is a small budget and I am attempting to arrange to secure private partners to help us with publicity.**
2. **We discussed opening and closing dates for th 2018 Northampton Farmers Market. ( May 15th  to Sept 11th ]**
3. **Please review the draft 2018 Northampton Farmers Market Rules and Regulations and Market Vendor Application Form on-line.**
4. **Please comply with the Northampton County Division of Weights & Measures.**
5. **Remember to secure a Northampton Borough Health Department permit for applicable food preparation. I would like to have more prepared food vendors starting with our existing vendors.**