

Ferguson Farmers' Market Commission, City of Ferguson
April 10, 2024, 6:30 p.m. Ferguson Community Center

Present: Mary Haux, Will Delacey, Kathy Roth, Stephanie Becker, Kathy Noelker, Heather Robinett, Deborah Rice-Carter, Meranda Bodnar and Joseph Seastrom

1. Call To Order

The meeting was called to order at 6:30 p.m.

2. Review & Approval of the Minutes

A motion to approve the minutes was made by Maryn Haux and seconded by Kathy Moelker. The motion was approved.

3. Welcome New Member/Attendees

It was noted that we now have 13 people on the commission.

4. 2024 Calendar/Special Events Planned:

- a. Joseph stated that they are still filling in the calendar. However, certain dates/events planned:
 - May 4th – Kickoff family celebration. Star Wars theme. Mary stated that we have Star Wars decorations and other items in the storage unit. Having costume characters, Blow-ups. Ritenour Band will be playing
 - May 11th – Mother's Day. Roses for the first 50 moms, several plants vendors
 - May 18th – Twilight Market, same day as the annual Ferguson Twilight Run
 - May 25th – Superhero's – First responders
- b. Many of the other events are the same as prior years/fan favorites:
 - German Fest – Aug 10
 - Indigenous Celebration – Oct 19
 - Expanding cook-off days (pie, cookies, chili, etc)
 - Juneteenth – Octavia is in charge of the event planning
 - Streetfest – coordination is being worked on
 - Working on getting a yoga instructor

5. Volunteer Recruitment

John Knowles is the volunteer coordinator. Volunteers will receive a stipend. Working to recruit more STEAM volunteers. We need more volunteers for breakdown. Tents will be put up for the vendors, however, the vendors will have to get their own table and chairs and return the items to the storage area.

6. Website/Marketworks Software/APP

New Market Software – Marketworks.

- All of the big markets use it
- Interface with the website
- Allows for vendor input, vendor list
- Market map
- Very user friendly
- Cuts down of staff work

7. Other Market Updates

- Sauce Magazine – Last year we were number 6, Sauce Soiree is June 23, reach out to see if we can get an article on the Ferguson Farmers Market
- Radio ads this year – late April – September, Country One, I heart Medie, NPR
- Posters – We plan on getting posters distributed soon (Florissant Patch, Neighborhood organizations, YMCA, Normandy, Bel-Nor, etc)
- Slow release of market information after the last winter market, then it will be a big push (Posters, Flyers, Yard Signs, etc)
- Please let Meranda know where you put a poster/flyer
- Social media – planned it hit it on April 22nd

Other Special Events:

- Master Gardener – Gateway Green, Wild Library
- EarthDance – more farm & cooking demonstrations
- MO Dept of Conservation – Wild Bird Sanctuary
- Amazon employee newsletter – community involvement
- Emerson Clean-Up with Charlie Brennon.
- Other organization have called about doing neighborhood clean-ups
- More demos – E'licious, B Jucied. Reaching out to all new businesses

MISC/Items of Note

- Meranda has FFM Business Cards
- Currently about the same number of vendors as last year
- Vendors like our market, they like the vibe of the FFM, not the most profitable but FFM is their favor market
- This year there will be a Part-time market person to run the computer (SNAP, Double-Up, etc). This will free up Meranda's time. Trying to get more vendors to apply to the various programs.
- New PA System
- More picnic tables with umbrellas, New tents
- Transportation Program – senior program, hoping to get that up and running

8. 2024 Meeting Schedule: 2nd Wed Every Other Month During Market Season

- a. June 12th
- b. August 14th
- c. October 9th

9. Public Comment

No comments were provided.

10. Adjournment

The meet was called at 7:30pm. Motioned was made and seconded by Stephanie Becker and Deborah Rice-Carter respectively