



## **Hammond Farmers Market Committee Meeting**

Wednesday, August 10, 2022

Tangipahoa Chamber, Francis Chauvin Board Room – 400 NW Railroad Ave, Hammond, LA  
5:30PM

### **Minutes**

#### **Call to Order: Denise Austin**

#### **Roll Call:** Michelle Kendall, Market Manager

Denise Austin (Present)

Ashley Baradell (Present)

John Exnicios (Absent)

Brandon Faust (Present)

Sandy Fleenor (Absent)

Louisa Landwehr (Absent)

Carmen Norman (Present)

Summer Veatch (Present)

#### **Old Business:**

##### **1. Approval of meeting minutes from May 31, 2022**

Ms. Kendall mentioned the minutes were not ready but would be available at the next meeting.

#### **New Business:**

##### **1. Committee Structure & Role**

Ms. Kendall mentioned that there is a vacant seat on the committee. The term for current members is ending in December 2022 and to keep all on the same page, all members will be renewed and/or seats filled for next year. Ms. Kendall mentioned that the committee number has ballooned to 9 members when it was previously 7 members. Ms. Kendall mentioned that the committee may also benefit from having a customer/ community seat on the committee to diversify perspectives.

Sandy Fleenor enters the meeting.

Ms. Kendall mentioned there may be other options for the committee's structure including quarterly market update meetings. Mrs. Chelsea Little mentioned there is no longer a Merchant Committee and that they chose to do quarterly update meetings and had a less formal structure.

Ms. Kendall reiterated that it's important to have communication and information flow between vendors, the market manager, and the DDD. The structure of the group can be flexible and does not have to be a committee structure and there are options to meet quarterly. Members discussed adding a community member or customer to the group.

Alicia Norman inquired if the community seat would have input on decisions. Ms. Kendall reiterated that if the committee structure is maintained and a community member seat is added, then the community seat would be a voting member.



## **2. Moving Timeline**

Ms. Kendall gave an update about the market move and relayed issues with the 100 block of NW Railroad Ave closure. Ms. Kendall mentioned she met with the new Postmaster and he was concerned about the closure affecting mail drop-offs and there being federal requirements for the drop box being open on Saturdays. Ms. Kendall reiterated that all efforts will be made to successfully close the road.

Ms. Kendall reiterated that the only firm date the market is working with is November 30, 2022. Ms. Kendall mentioned there may need to be a plan b with parking lot closures.

Ashley Baradell asked about clearing the street. Ms. Kendall discussed preparations and options to clear vehicles and worked with city departments for support.

Ms. Kendall mentioned there may be some options for an additional storage behind the Railroad Park stage and the electrical plan. Mrs. Fleenor inquired about the community garden. Ms. Kendall reiterated that the garden would not relocate the garden.

Ms. Summer Veatch inquired about shade options for the park. Mrs. Little mentioned there are no options to install a shade structures.

Mrs. Baradell inquired about the number of vendors that will be allowed to vend. Ms. Kendall assured that all active vendors be able to participate in the market.

Margaret Fekete inquired about about the market closing at 11AM to align with post office hours. She also inquired about the construction of Railroad Park and how it was funded. Ms. Kendall deferred to Mrs. Little.

Mrs. Little mentioned that a bond, DDD funds, and city funds were used to fund the project. Mrs. Fekete asked if the market was used for any reason to acquire funds. Ms. Kendall further explained financing options available to the DDD and how the budget is created for the market. Members discussed active vendors and spacing for the market's move and options for changing guidelines for dormancy.

## **3. Manager's Report**

Ms. Kendall presented the manager's report including New Vendors (Spring/ Summer 2022) [Yellow Van Farms, Thai Kitchen, Brother's Greenhouse, Aguas Naty, Melanin Magic, Mimosa Street Glass, IB Woodworks, 2 pending interviews], National Farmers Market Week – 8/13 Farmers Market Fun Day, Greauxing the Good – SNAP Match / Healthy Food Financing Support, Marketing, Rebrand, Radio Advertisements running on prime morning spots for 3 months, Website revamp & update, Music twice per month starting in September, and Fall Intern.

Mrs. Baradell inquired about sponsored ads for the farmers market and urged staff to do targeted ads and boosted posts. She further inquired about the advertising budget for the market. Ms. Kendall reiterated that the presented budget from the previous meeting. Mrs. Little explained the collected market rent goes into one revenue account and the expenses are broken out by line item. She mentioned that rent would not cover the cost of an employee to manage the market. She said taxpayers' funds support the market.

Members discussed the financing of the budget and discussed the structure in which the market operates under the umbrella of the DDD.



**4. Market Logo Re-Brand Activity**

Ms. Little delivered a logo re-brand activity for committee members and the public to participate in. Questions included what you think of when you think of the farmers market, and what objects do you think of when you think of the farmers market.

**--Adjournment**