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City of Manitowoc
Farmers' Market Ad Hoc Committee

Thursday, January 7th, 5:00 pm
Council Chambers - City Hall

MEETING SUMMARY

1. Call to Order.

The meeting of the Farmers' Market Ad Hoc Committee was called to order by Chairman Nickels at 5:05 pm.

2. Welcome and Introductions.

Those in attendance introduced themselves.

3. Approval of the December 10th, 2015 Minutes.

Motion by Mr. Able, second by Mr. Franz to approve the minutes. Motion approved unanimously.

4. New Business.

A. Mr. Sparacio asked if members had any questions about the Wiggio.com on-line work group website. There were none. The purpose of the site is to share information and ideas between meetings.

B. Discuss potential / alternative strategies and recommendations.

Mr. Sparacio began the discussion by presenting revised draft goals 1 and 2. At this time Chairman Nickels stated that he had been presented a letter addressed to the Mayor and Council on behalf of the Friends of the Manitowoc Farmers Market, Inc. Chairman Nickels summarized the document by stating the Friends of the Manitowoc Farmers Market, Inc. have requested to take charge of the funds from the rental payment (farmers market stall rental fees) that the City has held since 2001.

A discussion ensued by those in attendance regarding the progress the Ad Hoc committee has made so far, potential contributions of the city, the market vendors and the downtown businesses and the work done so far on future goals for the market and downtown area. Several additional items

were discussed including: tents along the Quay Street terrace area during the market for downtown businesses; potential synergies between the farmers market, downtown businesses, and community events; awareness among citizens and area visitors including car ferry passengers; and increasing the number of market stall spaces available to an individual vendor.

Mr. Sparacio returned the discussion to the drafts goals and provided members and those in attendance with an additional document that presented beneficial relationships of a downtown farmers market to the following groups, Growers / Producers, Downtown Environment, and Community Members. The document highlighted items that benefited and connected these groups in a way that can only happen in a downtown environment.

A discussion ensued regarding the unwanted feeling of a division between the market vendors and downtown businesses and that the Ad Hoc committee's purpose is a shared communication and collaboration that promotes the farmers market and downtown area to the community as a whole. A concern was raised as to how communication and collaboration would be maintained without the Ad Hoc committee and what guarantee there would be that the market would not be relocated from the downtown area.

Chairman Nickels asked Janet Zunker, Chairman of the Friends of the Manitowoc Farmers Market, Inc., if it is the Friends group wish that their request be forwarded to the Common Council for consideration. The response was yes.

It was suggested by those in attendance that the Friends of the Manitowoc Farmers Market, Inc. request that a Board of Directors be formed that includes representatives of all groups (City, Farmers Market, and Downtown Businesses) to maintain communication, collaboration and to make policy and financial decisions that promote the farmers market and downtown area to the community as a whole. Several members of the Ad Hoc committee also requested a guarantee that the market would not be relocated from the downtown area without a vote by said Board of Directors.

There was no further discussion on strategies or recommendations, as the matter of the letter from the Friends of the Manitowoc Farmers Market must be addressed first.

5. Other Business. No discussion.

6. Schedule Next Meeting. No Discussion.
7. Adjournment.

Motion by Mr. Able to adjourn. Motion approved unanimously. The meeting was adjourned at 6:25 pm.

Attendance

Members Present

Justin Nickels, Mayor
Nic Sparacio, Community Development Director
Ald. Christopher Able (District 3)
Matt Schliesman, Downtown Business Owner
Sherrie Richards, Farmers' Market Manager
Terri Wilfert, Farmers' Market Vendor
Wayne Franz, Farmers' Market Vendor
Mary Reif, Farmers' Market Vendor
Rick Couron, Downtown Business Owner
Janet Zunker, Farmers' Market Vendor
(Alternate for Jerry Trembley)

Members Excused

Jerry Trembley, Farmer's Market Vendor
Barry Nelson, Downtown Business Owner
Ald. Scott McMeans (District 2)

Staff Present

Lisa Mueller
Tyler Caulum

Others Present

Donald Reif
Beverly Cole
Dave Wilfert
Kelly Wilfert