

# Farmers Market Manager Report for 02/16/2023 Meeting

by Charlie Reed

## January 2023 Market News:

- Averaged 38 vendors/market.
- 348 customers/market (slight rebound over December)
- Total sales per market: \$14,375 (up slightly from January)
- Average per vendor: \$394 (down slightly from January '22)

## Saturday Market:

Getting sporadic calls from customers and prospective vendors about Saturdays with increasing frequency. Produce vendors excited for a more local weekend market. Coffee vendors inquiring en masse.

## Sponsors:

Gouri spoke with local Real Estate Group (Beem Team) about sponsorship arrangement and will update during meeting.

## Vendor Incidents:

- January 25<sup>th</sup>: Harin drove into Derek's (Rogues) generator, damaging his car's passenger door. The damage was cosmetic and neither wanted to report it.
- January 25<sup>th</sup>: Jessica (Sky Roasters) mentioned that a customer was creepily inappropriate at the end of market, asking how much she charged for a kiss. He lingered and went to his vehicle (red pick-up) for 20 minutes as she broke down her booth. She mentioned on 2/6 and we will monitor should he return.
- January 25<sup>th</sup>: Due to chronic lateness, with increase in showing up after market starts, I informed Anat (Bread & Zest) that she will no longer be allowed to set-up when arriving after 2:45.
- At February 8<sup>th</sup> market, I asked 7R to remove bone broth from display, as that is prohibited under cottage law.

## Social Media:

- Instagram followers up to 2,911 (+53 over last month).
- Facebook followers at 6,720 (+34)
- Newsletter subscribers: 1,804 (+25)

## Marketing/Community Outreach

I donated a \$50 gift certificate to DS Community Library on-line auction as part of fund-raising event February 12<sup>th</sup>. When asked if I knew any vendors who might be interested in catering the event, I said that they're all busy with weekend markets, then volunteered our services in order to showcase market vendors. The following vendors donated items or sold at discount: Jinx Bread, Brenham Kitchens, Fran's Pies, EIEIO. Wow Honey donated a 1-oz jar of honey for the charcuterie board. That was nice.

## Market Bag Sales

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023: 28 bags @ \$280

*Let's discuss offering other items.*

