



Minutes

Parks and Open Space Board Lucas Farmers Market Committee Workshop December 7, 2021 | 5:30 PM Council Chambers City Hall | 665 Country Club Road, Lucas, Texas

Call to Order by Parks and Open Space Board Chairman David Rhoads at 5:31 pm
 Roll Call of Parks and Open Space Board
 Determination of Quorum of Parks and Open Space Board
 Attendance of Lucas Farmers Market Committee (LFMC)

First Name	Last Name	Committee Represented	Attendance at 12/7/21 Meeting
Tim	Baney	City Council	A
Joni	Clarke	City Staff	P
Lynne	Dodson	LFMC	P
John	Elliott	LFMC	P
Patricia	Ewing	LFMC	A
Bill	Esposito	Chair of LFMC/Parks Board	P
Kathrin	Esposito	LFMC	P
Nora	Eyle	LFMC	P
Mark	Gerber	LFMC	A
Jennifer	Gerber	LFMC	A
Laura	Giles	Parks Board	P
Joe	Hilbourn	City Staff	P
Laura	Howard	Parks Board	A
Kenneth	Patterson	Parks Board	P
Pam	Poteete	Parks Board	P
David	Rhoads	Parks Board	P
Joan	Stanton	LFMC	P
Kent	Souriyasak	City Staff	P
Val	Turnbow	LFMC	A
Sean	Watts	LFMC	P

Regular Agenda

1. Receive Public Comments (Parks and Open Space Board) - No comments were received.
2. Discuss the Lucas Farmers Market planning process for the 2022 season. (Lucas Farmers Market Chair Bill Esposito, Parks and Open Space Board and Lucas Farmers Market Committee) - Vice Chair of the Parks and Open Space Board and Chairman of the Lucas Farmers Market Bill Esposito reviewed the final report regarding the Lucas Farmers Market for 2021 and will send the presentation/final report to Parks and Open Space Board and Lucas Farmers Market Committee (LFMC).
 - a. Review results of Lucas Farmers Market customer survey – Reviewed the customer

survey results that were taken at two markets through QR code and written.

- b. Review results of Lucas Farmers Market vendor survey – Reviewed the vendor survey results including 92% of vendors wanting the same location/space and with 82% returning.
- c. Expectations, roles and responsibilities of Parks Board and Lucas Farmers Market Committee and utilization of volunteer groups - General discussion occurred.
- d. Market operational problems and solutions - A discussion occurred regarding establishing a goal of having a market every week in the future. The additional market could be held during the week when other markets are not prevalent. A discussion on the community booth occurred and while that category is not going to be added as a vendor, when it can be partnered with a special event, consideration will be given. For Founders Day, all vendors will be welcomed to participate, and the market will be placed in the circle on the west side of the Community Park. It may be necessary to add signage to address some of the parking challenges. A goal of having four hundred cars every market (2.5 people per vehicle) was established. A recommendation was made to send the attendance data to vendors.
- e. Lucas Farmers Market Rules & Regulations for 2022 Season –This will be finalized by the Parks and Open Space at their meeting on December 13, 2021.
- f. Marketing (Website, Social Media, how to boost attendance, etc.) – A conversation occurred on where to geographically focus our social media marketing efforts. Lynne Dodson will continue to be primary on farmers market website and Stacy Henderson will be secondary. Laura Giles will be primary on social media and Lynne Dodson will serve as the secondary person for social media and/or consideration another designee for on-site person for Facebook Live. We need to address how to refresh our marketing strategies for the upcoming season and recruit individuals to assist with marketing.
- g. Market Share Program – John Elliott may need assistance with this program and this program will continue for the 2022 season.
- h. Youth Vendor Program – The goal is to foster and encourage this program for the 2022 season. Our goal for 2022 season is to have a youth representative at each market. We need to reach out to Chase Brooks to reach out to FFA children. Chase Brooks also holds seminars for local producers and may be a good contact for vendor recruitment.
- i. Go Texan Program – Our goal is to evaluate this program and we may be able to get assistance from Tammy Duke to research the requirements.
- j. Vendor Application Process for 2022 – The goal is to post the 2002 Rules & Regulations and Vendor Application on Monday, December 13.
- k. Vendor Recruitment – Everyone needs to recruit vendors especially produce and pork.
- l. Vendor Selection Committee - The Parks and Open Space Board will evaluate vendor applications.

- m. Vendor Advisory Committee – Take one to two vendors from each category to get feedback on market operations.
- n. Special Events for Each Market - We want a special event at every market and continue with historical display. This will be the focus of the next meeting to get the schedule filled/complete.
 - i. Historical Display – Debbie Fisher has committed.
 - ii. Trail Master Plan Display – Parks and Open Space Board
 - iii. Food Court in Pavilion – Interesting idea under consideration
 - iv. Create a Schedule of Special Events by February and market this information.
 - v. Food Trucks – Space is an issue but will evaluate space allocation.
 - vi. Development of weather contingency plans – City of Lucas
 - vii. May need to recruit additional volunteers to assist with market operations
 - viii. Chace Brooks (County Ag Extension Office) may want to do some seminars
- o. Supplies Needed (Budget is \$5,000)
 - i. Signage (\$600)
 - ii. Traffic Counter (\$150)
 - iii. Waste and Water Station for Dogs (\$250)
 - iv. Special Events (\$1,200)
 - v. Marketing (TBD)
 - vi. T-shirts (\$1,000) – Need lighter/cooler fabric

The consensus was that the proposed schedule is good with the first market to be held on Saturday, April 9, 2022.

Next meeting will be held on Tuesday, January 4, 2022, at 5:30 pm in the Council Chambers and the following topics:

- Special Events (vote and approve)
- Farm Tours
- Vendor Recruitment
- Marketing Plan
- Go Texan Update
- Finalize LFMC
- Volunteers (market operations or special events)

The Parks and Open Space Board and Lucas Farmers Market Committee Workshop held on December 7, 2021, adjourned at 7:24 pm with a motion by Bill Esposito, and a second by Ken Patterson, approved 5-0.

APPROVED:



Parks and Open Space Board Chairman
~~David Rhoads~~ *↑* vice

Bill Esposito

ATTEST:



City Manager Joni Clarke