

Minutes

Parks and Open Space Board Lucas Farmers Market Committee Workshop

January 4, 2022 | 5:30 PM

Council Chambers

City Hall | 665 Country Club Road, Lucas, Texas



Call to Order by Parks and Open Space Board Chairman Bill Esposito 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 1/4/22 Meeting
Tim	Baney	City Council	P
Joni	Clarke	City Staff	P
Lynne	Dodson	LFMC	A
Tammy	Duke	LFMC	A
John	Elliott	LFMC	P
Patricia	Ewing	LFMC	A
Bill	Esposito	Chair of LFMC/Parks Board	P
Kathrin	Esposito	LFMC	P
Laura	Giles	Parks Board	P
Joe	Hilbourn	City Staff	P
Laura	Howard	Parks Board	A
Kenneth	Patterson	Parks Board	P
Pam	Poteete	Parks Board	V
David	Rhoads	Parks Board	A
Joan	Stanton	LFMC	A
Kent	Souriyasak	City Staff	P
Val	Turnbow	LFMC	P
Sean	Watts	LFMC	A

Regular Agenda

1. Receive Public Comments (Parks and Open Space Board)
None.
2. Consider approval of minutes from the December 7, 2021 Parks and Open Space Board and Lucas Farmers Market Committee Workshop. (City Manager Joni Clarke)
3-0 Approved (Parks & Open Space Board) Moved by Kenneth Patterson and seconded by Laura Giles.
3. Consider 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)

- Tuesday, November 16, 2021 @ 7:00 pm – Kick Off Planning Meeting (Parks Board) COMPLETE
- Tuesday, December 7, 2021 @ 5:30 pm - Planning Meeting (Parks Board & LFMC) COMPLETE
- Monday, December 13, 2021 – Post Vendor Application and Rules on Website(s) COMPLETE
- Tuesday, January 4, 2022 @ 5:30 pm - Planning Meeting (Parks Board & LFMC)
- Tuesday, January 25, 2022 @ 7:00 pm – Regular Parks and Open Space Meeting
- Monday, January 31, 2022 - Vendor Application Deadline
- Tuesday, February 1, 2022 @ 5:30 pm – Vendor Selection Meeting (Parks Board & LFMC)
- Tuesday, March 1, 2022 @ 5:30 pm – Market Meeting (Parks Board & LFMC)
- Tuesday, March 22, 2022 @ 7:00 pm – Regular Parks and Opens Space Meeting
- Tuesday, April 5 @ 5:30 pm – Market Meeting (Parks Board & LFMC) (if necessary)
- Saturday, April 9 @ 8:00 am – First Market of the 2022 Season (Community Park)

4. Consider Special Events that will enhance the Lucas Farmers Market experience and create a schedule of events to boost market attendance. (Lucas Farmers Market Chair Bill Esposito, Parks and Open Space Board and Lucas Farmers Market Committee)

April 9 – Plant Sale & Back Yard Gardening (Laura/Bill/Master Gardeners)

April 23 – Back Yard Chickens (Cathey Gleason)

May 14 – Special market associated with Founders Day

May 28 – Memorial Day Picnic in the Park (City of Lucas Dunk Booth, Cornhole, Hot Dogs, Watermelon, Face Painting)

June 11 – Ice Cream Crank Off (Bill)

June 25 – How to Build a Bird House (Val)

July 9 – AgriLife (Sean)

July 23 – Chef Demonstration (Bill)

August 13 – Back to School Event (Bill contact Katie - Permaculture/4-H)

August 27 – Bee Demo (Kathrin - Collin County Amateur Bee Club)

September 10 – Fire Rescue Event & 9-11

September 24 – Game Warden (Sean)

October 8 – World Food Day (Kent)

October 22 – Pumpkin Carving (Sean/Pam)

December 2 – Holiday Market

5. Consider Farm Tours to support agriculture in the Lucas Community. (Parks and Open Space Board Member Laura Giles)

2022 Farm Tours are being planned in Collin County for June.

6. Discuss Vendor Recruitment. (Lucas Farmers Market Chair Bill Esposito, Parks and Open Space Board and Lucas Farmers Market Committee)

We need produce, eggs, dairy, pork, fungi, nuts and Artisans with metal, baskets, leather, glass, and pottery. Currently, we have 29 vendor applications.

7. Consider the formulation of a Lucas Farmers Market Marketing Plan. (Lucas Farmers Market Chair Bill Esposito, Lucas Farmers Market Committee Marketing Subcommittee Lynne Dodson, John Elliott, and Laura Giles)

Laura Giles developed a social media plan. The goal is to grow car count by 20% Val Turnbow suggested working with realtors and making an effort to distribute the market's business cards. Bill Esposito recommended a flyer with the market calendar and select business locations.

8. Review the Lucas Farmers Market Checklist and update as necessary to help event volunteers understand operational responsibilities. Checklist needs to be updated and everyone is encouraged to send revisions and recommendations to Joni. Pam Poteete, Kent Souriyasak, and Ken Patterson will coordinate volunteer list and getting volunteers scheduled.
9. Consider the Market Share Program (Lucas Farmers Market Committee Member John Elliott). Table to next meeting.
10. Consider the Youth Booth Program (Lucas Farmers Market Committee Member Val Turnbow). Laura Giles has been marketing. Val Turnbow has signed her sons up for a booth and will reach out to some of the ISD Clubs.
11. Consider the GO TEXAN program and acquiring a Tier One Partnership in the amount of \$100 that provides the following benefits:
 - Use of the widely recognized GO TEXAN brand distinguishing your business as Texas made.
 - Listing in the GO TEXAN partner search used by consumers/retailers to find local products.
 - Opportunities to be featured on GO TEXAN Facebook and Instagram pages
 - Subscription to the GO TEXAN monthly e-newsletter and approval to use the GO TEXAN Partners Facebook group.
 - Negotiated rates with program partners.

Tammy Duke will lead this program and has reviewed the application and criteria.

The Parks and Open Space Board and Lucas Farmers Market Committee Workshop held on January 4, 2022, adjourned at 7:26 pm with a motion by Laura Giles, and a second by Kenneth Patterson, approved 3-0.

APPROVED:



Parks and Open Space Board Chairman
David Rhoads

ATTEST:



City Manager Joni Clarke