



Minutes
Parks and Open Space Board
Lucas Farmers Market Committee Workshop
 February 1, 2022 | 5:30 PM
 Council Chambers
 City Hall | 665 Country Club Road, Lucas, Texas

Call to Order by Parks and Opens 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 2/1/22 Meeting
Tim	Baney	City Council	A
Joni	Clarke	City Staff	P
Lynne	Dodson	LFMC	A
Tammy	Duke	LFMC	P
John	Elliott	LFMC	P
Patricia	Ewing	LFMC	P
Bill	Esposito	Chair of LFMC/Parks Board	P
Kathrin	Esposito	LFMC	P
Laura	Giles	Parks Board	P
Joe	Hilbourn	City Staff	P
Patrick	Hubbard	City Staff	A
Laura	Howard	Parks Board	P
Kenneth	Patterson	Parks Board	P
Christel	Parish	Parks Board	A
Pam	Poteete	Parks Board	P
David	Rhoads	Parks Board	P
Joan	Stanton	LFMC	P
Kent	Souriyasak	City Staff	A
Val	Turnbow	LFMC	P
Sean	Watts	LFMC	P

Regular Agenda

1. Receive Public Comments
None.

2. Consider approval of minutes from the January 4, 2022 Parks and Open Space Board and Lucas Farmers Market Committee Workshop.
A motion by Bill Esposito and seconded by Kenneth Patterson. Approved 4-0. Note: Both alternates were present but did not receive authorization to serve as a voting member.
Christel Parish absent.

3. Consider the Lucas Farmers Market planning process for the 2022 season.

- 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) COMPLETE
- Tuesday, January 25, 2022 @ 7:00 pm – Regular Parks and Open Space Meeting COMPLETE
- Monday, January 31, 2022 - Vendor Application Deadline COMPLETE
- Tuesday, February 1, 2022 @ 5:30 pm – Vendor Selection Meeting (Parks Board & LFMC) COMPLETE
- 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 vendor applications and make vendor selection for the 2022 Season.

Lucas Farmers Market Chairman Bill Esposito started the discussion regarding vendor selection and the spreadsheet was presented for review by both Parks and Open Space Board and Lucas Farmers Market Committee. Each vendor was reviewed, and a comprehensive conversation occurred regarding product quality, diversity of products being offered, preference to vendors who previously participated as well as those who were Lucas locals. Additional vetting will need to be complete for a select group of vendors.

A request was made by Pam Poteete to distribute the map and have a future discussion on space assignments and layouts. Kathrin will send information out and place on the March 1, 2022 agenda.

5. Discuss Vendor Recruitment.

The Lucas Farmers Market Committee identified a need for a bread vendor (not quick bread). The market also needs dairy and hard cheeses as well as additional produce.

6. Consider Special Events that will enhance the Lucas Farmers Market experience and create a schedule of events to boost market attendance.

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

April 23 – Back Yard Chickens with Cathey Gleason (Laura)

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 – Children’s Craft Event & Yoga Day at the Market (Val)

July 9 – AgriLife (Sean)

July 23 – Chef Demonstration (Bill)

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

August 27 – TPWD Gun Safety/Hunting Regulations/Game Warden (Sean)

September 10 – Fire Rescue Event & 9-11 & Friends (Chief Stephens)

September 24 – Bee Demo (Kathrin - Collin County Amateur Bee Club)

October 8 – World Food Day (Kent)

October 22 – Pumpkin Decorating (Sean/Pam)

December 2 – Holiday Market

Special events will be scheduled at 9:00 am and 11:00 am for multiple times or at 10:00 am for singular performances.

7. Consider the Lucas Farmers Market Marketing Plan.

Laura Giles would like to have somebody assist with the website and additional promotion. John Elliott thought we should explore an internship with a Lovejoy High School student. The group agreed to reach out to the community to see if a member of the community wants to participate. Bill Esposito discussed the Lucas Farmers Market budget, and it is a break even with the revenue brought into the City with the fees and the expenses of approximately \$5,000. Laura mentioned that the whole group needs to be a marketing ambassador.

8. Consider the Market Share Program.

ACO will be featured in April and the Samaritan Inn will be featured in May at the Market Share Booth.

9. Consider the Youth Booth Program.

A discussion occurred regarding youth booths and the original intent of the Lucas Farmers Market Committee and whether to allow more than one youth booth per market. A recommendation was made to establish a youth area for the first market to accommodate multiple youth vendors.


Bill Esposito made a motion to approve the youth applications as present and it was seconded by Pam Poteete. Approved 4-0

10. Consider the GO TEXAN Program

Tammy Duke confirmed that we want to pursue the \$50 tier one membership for Lucas Farmers Market. She will continue to try to contact them and clarify the application process and whether a rule change will be necessary. For example, a vendor subcommittee may be necessary to qualify for this program and we direction on the composition of this subcommittee/advisory committee.

The Parks and Open Space Board and Lucas Farmers Market Committee Workshop held on February 1, 2022, adjourned at 8:57 pm with a motion by David Rhoads, and a second by Bill Esposito Approved 4-0

APPROVED:



Parks and Open Space Board Chairman
David Rhoad

ATTEST:



City Manager Joni Clarke