



MINUTES

Parks and Open Space Board and Lucas Farmers Market Committee Workshop

December 12, 2022 | 5:30 pm

Council Chambers

City Hall | 665 Country Club Road, Lucas Texas

Call to Order

The meeting was called to order at 5:30 pm and quorum was determined to be present.

Parks Board Members Present:

Chairman David Rhoads
Vice-Chairman Bill Esposito
Member Kenneth Patterson
Member Christel Parish
Member Pam Poteete (*arrived at 5:52 pm*)
Alternate Member Laura Giles
Alternate Member John Elliott

Staff Present:

City Manager Joni Clarke

Lucas Farmers Market Committee Present:

Kathrin Esposito
Joan Phillips

Lucas Farmers Market Committee Absent:

Tammy Duke
Patricia Ewing
Laura Howard
Val Turnbow
Sean Watts

Regular Agenda

1. **Discuss developing strategic marketing plans for the 2023 Lucas Farmers Market season.**

Chairman Rhoads called the meeting to order at 5:31 pm and a quorum was present.

Vice-Chairman Esposito together with Laura Giles and John Elliott has been identified as our marketing resources for the 2023 Lucas Farmers Market.

The following marketing strategies were discussed for consideration:

Print

- Flyers
- Posters (City will produce and volunteers will distribute)
- Brochures
- Mailers (Allen and Wylie)
- Newspaper (Dallas Morning News and check on Observer)
- Business Cards (City will produce and volunteers will distribute)
- City Newsletter Lucas Leader (City)
- Lucas Living Magazine (What about Allen and Fairview?)
- Utility Invoices (City)
- Signs (City) (Installation of sign in Allen?)
- Magnets

Digital

- Facebook (Christel Parish volunteered to assist with digital media)
- Twitter
- Instagram
- TikTok
- Web (Management Analyst – Kent Souriyasak in the interim)
- Local ISD
- Google Maps
- Nextdoor
- Summer Internship for Marketing student (Kent Souriyasak to work with John Elliott)
- QR Code
- Selfie and Share to tag the Market

Broadcast

- TV
- Radio

Go Texan

- Grant for marketing
- Go Texan workshop at Community Center on January 5, 2022 at 6:00 pm

Other

- Merchandise (T-Shirts with sample design to John Elliott, Laura Giles and Joan Phillips)
- ICMA Award Winning Market

- Information / Welcome Table under pavilion (need signage)
- Market Share
- Customer Survey
- Contact student entrepreneur group (Pam Poteete will reach out to Oakley)

There is a need to finalize the special events for each market.

There was no motion or action taken on this agenda item.

2. Adjournment.

MOTION: A motion was made by Member Poteete, seconded by Vice-Chairman Esposito to adjourn the meeting at 6:55 pm. The motion passed unanimously by a 5 to 0 vote.

APPROVE:



Bill Esposito, Vice-Chairman

ATTEST:



Kent Souriyasak, Assistant City Manager