



2-24-2021

Farmer's Market Focus Group Meeting

The meeting was called to order at 6:01pm

Todd made a motion to adopt the agenda, second by Bekah. Motion carried

There were 19 people in attendance

Forum Discussion:

Hours:

12-1pm seems really slow. Maybe change market hours to be 8-12:30

Vendor Variety

Almost everyone was open to allowing more and different types of vendors. Meat and cheese vendors were brought up as possible prospects

Fee Structure

Our current market fees are low in comparison to other markets in our area. Most vendors were not opposed to the possibility of the fees being raised.

Location:

While we all like the market in Downtown Baraboo, not having direct access to vehicles does make it difficult. The unevenness of the terrain where the market currently is also poses a challenge to some

Other Locations Ideas:

Lower Parking lot of Civic Center

Application Process:

Permanent spots for yearly pass holders and punch cards were discussed in addition to the different application types:

New vendor application

Returning vendor application

**Agreed that all vendors have producer only grown goods for traceability

Market Manager/ Board for farmers market

Discussion ensued in favor of a Farmers Market Board or advisory/ad hoc committee consisting of community farmers, BID, DBI in addition to the Market Manager

Other Notes of Interest:

A Farmer's Market sign under our Welcome to Downtown Baraboo sign

Handwashing station NOT necessary but masks required

Most felt ok, with a vendor next to them. Covid = 7 vendors versus 15

There were concerns about being around the corner

Restroom locations – provide a list for vendors where to park and where a restroom is

Sarah made a motion to adjourn at 7:08. Second by Bekah. Motion carried

We had one email asking about the diversity of our market vendors and shoppers and what measures could be taken to increase that diversity.

Additional ideas from Sarah:

 Celebrity Chef Saturday

Every Saturday features a local Baraboo chef that prepares a dish from things purchased at our farmers market. Facebook live it

Things we should check into:

How do our vendor fees compare to Reedsburg, Dells, Portage

How to compensate/hire a market manager: Sarah to follow up with Chuck Law (UW extension)

Insurance?