

Garfield Homestead Club Meeting Notes

7-17-23

In attendance – Kati, Monique, Dave/Melody, Danielle/Rick, Josh, Eugene/Yulia

Kati and Eugene brought tons of veggies. Monique brought flowers.

Garlic is ready at Jones' and Dill at Hightrees, so very good pickle ingredients!

Farmers' Market planning/redirection

Problem statement: Josh's reason for suggesting a major change – Two club members said they needed to go home for dinner. My guess as to why - issue with food type/cost and insufficient opportunity for kids to play. Not very comfortable. Overall NOT ADEQUATE VALUE PROPOSITION FOR VENDORS OR CUSTOMERS!

- Overall space and organizational constraints
 - Often too hot, evening sun [park better]
 - Not “public” so may be feelings of exclusivity [park better, team up with GAC?]
 - Highway frontage does not seem to be drawing many people [park not too bad]
 - Mainly for in-area folks anyway
 - Not kid friendly [park way better]
 - Break branches if on tree
 - Can't see on other side of building
 - Don't want mess in building
 - Right on highway, with parking lot
 - Despite GCF space constraints, has many outstanding features, like: stuff storage, bathrooms, power, commercial kitchen. Need to compensate if move to park.
 - Focus on “farmers” and “market” don't seem to be what people in town want/will come out for – sets expectations for sales for vendors and for customers, they say, “Don't need it”
- Market Hosts perspective – Lots of work and moving parts, so market needs to provide sufficient value proposition to be worth the effort to Club members and community
 - Tasks include unlocking space, getting out tables and booths, cleaning up after
 - Signs to set up/purchase
 - Coordinate music players & food vendor
- Vendor/seller perspective – Too few customers, too much work, too little fun
 - Bring table and booth [would be better if booth already there]
 - Bring salable items [if providing booth space could limit quantity to ~ one tote with expectation that people will coordinate with buyers if more is desired]

- Sit at/be near booth throughout [if providing booth and “cashier” picture at pre-provided table]
- All told, very low hourly wage, so better be FUN [more adult games]
- Customer/attendee perspective
 - Food is okay, or sometimes great, but does not equal dining out to draw people week after week
 - Too few vendors to draw
 - Too few other people to mingle with to draw
 - Music is okay, but not sufficient to draw

Solution needs to improve value proposition. Josh proposes:

- At park
- Reduce vendor difficulties by market hosts bringing 2 booths and 6 tables, set up in horseshoe, with people able to set up their booth worth of goods quickly, then leaving their picture there
 - Cash in pocket for transactions if people come to vendor based on picture by goods
 - Could have a central/single cashier for all vendors, with each vendor providing cash pouch
- For host – need a trailer for storage of all stuff that is brought to market close to set up
 - Decrease frequency of market?
 - Team up with GAC?
 - Bring games like corn hole
- Food maybe multiple vendors or single affordable entre with potluck style sides – bringing a side entitles to access to others’ sides

Eugene:

Veggies are just starting to ripen and be ready for sales

Different culture/time now, so farmer’s market isn’t flourishing. Now people drive 30min, and Moscow is big market only 30 min away.

Timing makes a big difference – Saturday morning better for Eugene. Can’t compete with Moscow.

Danielle:

Possibly do every other here and in Oakdale

Larger family is more costly for dinner

People like to get together

Couple of the vendors really like it

Even people coming for tacos are not interested in group/vendors

Definitely rebranding is good – If we hold it here, and most of us come to church here, but with people not attending the meetings, they don't see that that is not the case.

Space, here or there is good. About neutral on doing at the park.

Manager required, and takes 2.5hrs before.

Easier to manage kids at park.

Not really that many cars.

Needs to be someone to manage food (not Danielle). Could have a couple of vendors.

Dennis:

Initially sold at Moscow market, started small.

Easier to do farmers market in morning, but if for “fun” evening is fine

Melody:

For group, could earn through food vending.

Goal – sell produce or community event or

Nancy:

If keep it here, make it obvious, signage?, toward 3rd street. People can't see from 3rd and leave

Conclusions/action items:

July 29th is Anais' wedding, but also the community garage sale, so could do market on that day and finish by noon. Start at 9. Set up on sidewalk. Earlier is better, maybe 7ish.

Talk to town hall about park usage to schedule. - Danielle

Palouse Days sells out in Sept. Could merge Eugene/Kati booths. Jesse Twigg Harris – Kati has contact info

Taco Tuesday – can we set up booths there?