

**TOWN OF GRANBY
AGRICULTURAL COMMISSION MEETING
MINUTES
September 12, 2012**

PRESENT: Michelle Niedermeyer, *Chairman*;
Kate Bogli, Pam Burek, Steven Hayes, Erin Pirro

GUESTS: Bob Brockett, Nancy Dunn, Jeff Pirro, John O'Brien

Michelle Niedermeyer confirmed a quorum and began the meeting at 8:01 PM.

APPROVE MINUTES: ON A MOTION BY Kate Bogli, seconded by Pam Burek, the Commission voted to approve the minutes of August 8, 2012 as written (5-0).

OLD BUSINESS

OPEN FARM DAY

- Open Farm Day was a huge success! Farmers commented that the number of 'first time' customers they had that day brought in about 80% of new business. The data collected through the Passports will provide solid numbers---great for marketing and planning.
- Other feedback regarding Open Farm Day included:
 - Include a "Rain or Shine" on advertising
 - Not to use silver ink on the passports
 - Print more maps. This year 1000 were printed. Next year print 2500
 - Sign up farms a bit earlier in season
 - Have more passports available. This year 800 were printed. Print 500 more.
 - With increased traffic in 2013, farms may have to consider portable toilets and parking; possibly having to run shuttle buses as an option to alleviate the possibility of parking issues.
- There was a brief discussion if Open Farm Day should remain in September. The conclusion is that September is a perfect month for all farmers for this event.
- Nancy Dunn is working on a central place where photos of Open Farm Day can be viewed. She stressed however, that professional photographers should remain on a protected site and kept separate from the general public's photos.
- Nancy Dunn commented on a possible Tractor Parade next year. It was cost prohibitive this year. Perhaps initiating an entry fee for tractors may help.
- Michelle Niedermeyer thanked the Agricultural Commission for their work on Open Farm Day.

LAND PARCELS

Michelle Niedermeyer stated that the Town has made a few minor changes to the Land Parcel Guidelines. Michelle Niedermeyer stressed the importance for an Agricultural Commission member to work beside and advise the town employee who will be handling these land parcels on an ongoing basis. Michelle Niedermeyer offered herself up in this role for the short term.

NEW BUSINESS

EDUCATION PROGRAM

The Agricultural Commission would like to provide farmers with a marketing education program possibly scheduled in January 2013. This event may be 2 hours in length and may be in one session or two. Michelle Niedermeyer asked the Commission to consider what items would be on the agenda. Kate Bogli stressed she didn't want this program to be 'Marketing 101'---that this program has to have substance, be an 'actionable' program and not focused on 'strategy' or 'theory'.

PUBLIC COMMENT

Bob Brockett recommended a book, *Mini Farming*, by Brett Markham.

ADJOURNMENT: ON A MOTION BY Kate Bogli, seconded by Pam Burek the Commission voted (5-0) to adjourn the meeting at 9:13 p.m.

The next meeting will be held on Wednesday, October 10, 2012 at 7:00 PM.

Respectfully submitted,

Patricia Tappenden
Recording Secretary