

**TOWN OF GRANBY
AGRICULTURAL COMMISSION MEETING
MINUTES
December 14, 2011**

PRESENT: Michelle Neidermeyer, Chairman; Kate Bogli, Stanley Hayes, Stephen Hayes

GUESTS: Bob Brockett, Erin Pirro

Michelle Neidermeyer confirmed a quorum and began the meeting at 7:02 p.m.

APPROVAL OF MINUTES OF 11/9/11:

ON A MOTION BY Kate Bogli, seconded by Stanley Hayes, the Commission voted (3-0-1) to approve the minutes of November 9, 2011 as written. Stephen Hayes abstained from voting as he was not present at the meeting.

AGENDA FOR TOWN MEETING UPDATE:

Discussion tabled for another time.

2012 PROGRAMS:

At a previous meeting, it had been decided to focus on two main topics for 2012: a farm tour and education.

FARM TOUR:

- The farm tour will be held on September 8, 2012 in order to coincide with the Grange Fair, with the tour ending at the fair.
- The Grange fair is held from 3:00 to 7:00 p.m., with a barbeque beginning around 4:30 p.m.
- There will not be tickets for the farm tour but tickets will be sold for the grange fair, which will be included in the marketing.
- There was some discussion regarding whether to have a regional fair coordinated with other towns. This would allow marketing outside of Granby. It was decided focusing on marketing would be more advantageous and to coordinate with just the grange this year. If it is successful, will consider doing it regionally next year.
- Will focus on marketing channels that are available. Kate Bogli will contact the Farmington Valley Visitors Bureau. Erin Pirro will contact the Farm Bureau and Michelle Neidermeyer will contact the Granby News.
- Michelle Neidermeyer will create a brochure and Stanley Hayes will bring it to the farmers market.
- Some funding for marketing/advertising will be needed. Michelle Neidermeyer will contact the Town Manager to see if this may be possible. If the Commission is unable to secure money, farmers may be asked to pay \$20 per farm to help pay for marketing.

- Some guidelines will be provided to the farmers, i.e. need to be available from 12:00 to 5:00 p.m. to educate/entertain the public. Some suggestions may include, farm tour, presentation, free samples, showcase animals, etc.
- Individuals who would like to participate but don't have space, can team up with another farm.
- An e-mail will be sent to all farmers now and again in January to 'save the date'.
- A marketing plan, including cost, will be finalized at the January meeting.
- Commitments from participating farmers will be needed by March.
- Maps of participating farms will be done by mid-spring.

There will be two educational programs: one for consumers and one for farmers.

- On March 14th, a program will be held for consumers on how to get the most out of your food, i.e. what to do with broccoli stems, chicken bones, etc. Three specific things will be chosen to highlight.
- Michelle Neidermeyer will contact Chef Matt Tofel to see if he is interested in participating.
- In early December, a program on marketing will be held for farmers. A marketing professional could be brought in or a panel discussion may be held.

NEW BUSINESS

None

PUBLIC COMMENT:

None

ADJOURNMENT

ON A MOTION BY Stanley Hayes, seconded by Stephen Hayes, the commission voted (4-0-0) to adjourn at 8:05 p.m.

The next scheduled meeting will be held on Wednesday, January 11, 2012 at 7:00 p.m.

Respectfully submitted,

Kathy Kane
Substituting Recording Secretary for Patricia Tappenden