

Metropolitan Government of Nashville
and Davidson County

John Cooper, Mayor
Darrell Lane, Executive Director



Nashville Farmers' Market
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Nashville Farmers' Market Board Meeting Minutes April 18, 2023 – 9:30am

Announcement - *As information for our audience, if you are not satisfied with a decision made by the Farmers' Market Board today, you may appeal the decision by petitioning for a writ of cert with the Davidson County Chancery or Circuit Court. Your appeal must be filed within 60 days of the date of the entry of the board's decision. To ensure that your appeal is filed in a timely manner, and that all procedural requirements have been met, please be advised that you should contact your own independent legal counsel.*

Public Comments - *Individuals, requesting to address the Board, will be limited to three (3) minutes unless granted more time by the Board Chair. Each person authorized to speak is expected to state her/his name and address and the organization represented if any, and if the speaker reads prepared text, to provide a copy to Board staff.*

- I. Opening Announcement-9:31am**
- II. Public Comments-**
 - a. Eric Woodard with The Picnic Tap (Picnic Tap Restaurant Group) has expressed interest in purchasing B & C BBQ Market from Bacon & Caviar since they have closed the business. The Picnic Taps desire is to continue to operate the business as a BBQ restaurant. The Picnic Tap will be changing the name, refreshing the operations and resume operations.
- III. Approval of March 2023 Meeting Minutes**
 - a. Motion to Approve-Scott Moskovitz
 - b. Second-Dr. Brenda Butka
 - c. Opposed-None
- IV. Approval of Food Truck Vendor Handbook Amendment**
 - a. Food Truck Placement Section – Capping the maximum trucks at three on site at a time.
 - b. Motion to Approve- Scott Moskovitz
 - c. Second- Dr. Brenda Butka
 - d. Opposed-None
- V. Approval of the Grow Local Kitchen Handbook**
 - a. The department will seek board approval once moving into a 7-day operation with the kitchen and will present the GLK agreement at next month's meeting. The intention is to open the kitchen by June.
 - b. Motion to Approve- Dr. Brenda Butka
 - c. Second- Scott Moskovitz

- d. Opposed-None

VI. Executive Directors Report – Darrell Lane

- a. Tenant Leases:
 - i. March tenant leases are executed.
 - ii. April has three tenant leases to execute.
 - iii. May has two leases to execute.
- b. Tenant Vacancies:
 - i. B&C BBQ closed for business.
 - ii. Large Retail space of 1300 sq. ft. still open.
- c. Janitorial Services:
 - i. Increase requested in the FY24 budget \$90,000 to help address the increase in customer traffic.
- d. Security Services:
 - i. Improvements include:
 - 1. Additional security officers added to weekday and weekend duty to increase visibility.
 - 2. Security office has been relocated to the first floor for faster response time.
 - 3. We are working with law enforcement to schedule safety training for the NFM community.
 - 4. Additional security funding has been requested in the FY24 budget \$127,000 for more equipment and staffing.
 - 5. Board Chair Angela Crane – Jones asked if there is a timeline on training for active shooter training. Facilities Manager Charles Kizer is working on this with Metro PD.
 - 6. Board Chair Angela Crane – Jones has asked if we have adequate security coverage scheduled for the upcoming events.
 - 7. Board Member Scott Moskowitz wants to ensure that everyone that works at the market has access to the security phone number.
 - 8. Board Member Dr. Brenda Butka asked about guns being allowed on the campus and what the State laws are regarding this? Metro Legal explained the State statutes regarding carry laws.

VII. Market Staff Reports:

- a. Marketing – Courtney Cotton
 - i. NashvilleFarmersMarket.org
 - 1. In the last 30 days, 286,000 more pages of our website have been visited than the previous 30 days.
 - 2. We've also had 64,000 more people visit our website than the previous time frame, with roughly one third of those visitors being new people who have never visited our site.
 - 3. Referral traffic is also up by 21% due to us posting our events and activities on other sites. This is mainly attributed to event rental inquiries and Strawberry Jubilee marketing.
 - 4. A new data set reports that visitors from outside the Nashville MSA are from Chicago, Atlanta, and Dallas respectively.
 - ii. As reported in March, the most visited pages continue to be:
 - 1. hours-and-directions - with a 13% increase in traffic over the previous period

2. restaurants-and-shops - with a 6% increase in traffic over the previous period
3. event-calendar - with a 15% increase in traffic over the previous period
- iii. Instagram and Facebook
 1. In the last 30 days, our Facebook reach has increased by 54% and our Instagram reach has increased by 67% compared to the previous time frame. This is largely due to our new weekly vendor lineup and Strawberry Jubilee marketing.
- iv. Upcoming
 1. Strawberry Jubilee - Saturday, May 13
 2. Video series / business spotlights Market-wide video promotions
 3. NDOT - wayfinding signage for pedestrian traffic
 4. Event rental marketing
- b. Programs (Kitchens and Farm Sheds)– Heather Hoch & Yolanda Manning
 - i. Vanderbilt Farmers Market opens June 1, 2023, with the potential of nineteen vendors each week. The hours have also been adjusted to capture more of the lunch time traffic.
 - ii. Board Member Scott Moskovitz asked about how could we host onsite a “local Germantown Area Market” weekly?
 - iii. A grant from the State of Tennessee was applied for to cover half of the cost of the installation of another hood to improve the operations of the Grow Local Commissary Kitchen.
 - iv. First Nashville Black Market event occurred on April 7, 2023.
 - v. Two new Farms have signed up for the 2023 Market Season.
 - vi. A report of Vendor Stats for the 2023 Market Peak Season will be presented at the next Board Meeting.
- c. Facilities – Charles Kizer & David Hornbeck
 - i. Gardens of Babylon will be getting meters installed for their electricity and water services. For this to occur, Gardens of Babylon will have to be assigned a new address for billing and account purposes. Gas is still being worked through with Piedmont Natural Gas.
 - ii. A Roofing company is looking at correcting the market house window flashing that has been leaking on the West side of the market house.
 - iii. Training for active shooter has been requested from Metro PD is being discussed on how to role information out to the tenants.
 - iv. The Davidson County Sheriff’s Office (DCSO) assessment was discussed and adding additional personal on the property.
 - v. Angela Crane- Jones wants to ensure we are doing what has been recommended by the DCSO.
- d. Finance – David Griffin
 - i. Presentation of the March Financial Reporting.
 1. This included receiving American Rescue Plan funding.
 2. The loss of \$2000.00 in special event revenue due to weather related cancelations of the Nashville Black Market that was scheduled in March.
 - ii. The department has incurred \$90,000 of FY22 invoices in FY23 due to the contractor not billing the department timely. This issue has been resolved with the contractor and the department is now receiving timely invoices for processing and payment.
 - iii. The department had a \$58,320 repair to the Grow Local Kitchen Silo roof related to the Fire from 2021. The repair has been completed and the department is working

with Metro Finance to move the incurred charges from the operating fund into the GLK Fire Fund.

- iv. The FY23 Year End Financial Projections were presented to the Board that will show the market will be utilizing a portion of the budgeted operational subsidy (in addition to the American Rescue Plan Funding received) to offset operations. This includes around \$203,000 worth of unexpected expenses in this FY.
- v. Board Member Scott Moskowitz asked what will the market loss be without the American Rescue Plan Funding and Metro Subsidy? Finance Manager David Griffin explained that the loss would be close to \$1,000,000.
- vi. Board Member Scott Moskowitz asked for a budget off what would a budget look like that shows what it would take for the market to break even.
- vii. Board Member Dr. Brenda Butka asked if the market is cutting the loss year over year over the latest few years? Finance Manager David Griffin explained that the losses over the last few years have increased due to some unexpected expenditures, but the foundation has been laid to increase the revenues and that expenditures controlled as much as possible.
- viii. Board Member Scott Moskowitz complimented the entire staff with what has been accomplished in the last year and what the future holds for the market.
- ix. Board Chair Angela Crane – Jones wants to ensure that the staff is compensated going into the new FY. Executive Director Darrell Lane explained that we are working to ensure that the market staff is rewarded moving into the new budget year.

VIII. Final Comments-None

IX. Adjournment – 10:27 am

Attendees:	Organization:
Tim McKinney	Clay Daddy
Ashley Moore	The Picnic Tap
Helen Prater	Helen's Pop Art
Annette Van Dyck	Intentional Illuminations
Eric Woodard	The Picnic Tap
Amber Rodriquez	The Picnic Tap
Anna Fields	Bubble Love
Maria A. Herrera Leon	El Burrito
Erica Haber	Metro Legal
Theresa Costonis	Metro Legal
Darrell Lane	NFM Executive Director
Heather Hoch	NFM Staff
Yolanda Manning	NFM Staff
Charles Kizer	NFM Staff
Courtney Cotton	NFM Staff
David Griffin	NFM Staff
Angela Crane - Jones	NFM Board Chair
Dr. Brenda Butka	NFM Board Secretary
Scott Moskowitz	NFM Board