

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 May 16, 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**
  - a. Call to Order – 9:30 am
- II. Public Comments**
  - a. None
- III. Review of Gardens of Babylon Lease Rental Formula**
  - a. Executive Director – Darrell Lane presented the lease formula changes to the Board that included a change in the calculation used to determine the utility charges based on the NFM paying for electric and gas. Gardens of Babylon will be paying for their own water services.
  - b. Board Member Alex Lorenz asked what the differences were between this lease formula and the previous one. Director Lane explained that the utility increase went up \$.25/foot and the base rent drop by \$.50/foot.
- IV. Approval of April 2023 Meeting Minutes**
  - a. Motion to Approve- Dr. Brenda Butka
  - b. Second-Scott Moskovitz
  - c. Opposed-None
- V. 2023 Farm Shed Vendor Report**
  - a. Yolanda Manning presented to the board the 2023 Farm Shed Vendor statistics.

- i. The Farm Sheds are at 92% capacity on Saturdays and 80% of Sundays.
- ii. Returning Vendors are 79% and New Vendors are 21%
- iii. Vendor Breakdowns are as follows: Farmers 29%; Food Artisans 21%; Craft Artisans 38%; Importers 6 %; Prepared Food/Beverages 7%
- iv. Women Owned 51%; Owners of Color 31%
- v. All temporary leases of space in the Farm Sheds area have also been renewed which adds an additional projected revenue of \$69,550. This also includes the outdoor bar, tour company, greenhouse, and Nashville Black Market monthly event.
- vi. Vanderbilt Market has a 30% revenue increase projection due to adding additional vending spaces for this season.
- vii. SNAP dollar doubling is projected to have a 100% increase in revenue over the 2023 season vs. the 2022 season due to new marketing materials and the addition of three new farms in the program.

**VI. Review and Approval of the Grow Local Kitchen User Agreement**

- a. Board Chair Angela Crane Jones proposed Specific Offenses language and clarified a suspension of a business for up to a maximum of 30 days after the 3<sup>rd</sup> offense in Section 12 (b)
- b. Motion to Approve with changes- Scott Moskovitz
- c. Second- Alex Lorenz
- d. Opposed-None

**VII. New BBQ Tenant Presentation**

- a. Eric Woodard, Ashley Moore, Ashley Rodriguez, and Mike Guilbault with The Picnic Tap presented their vision for Market City BBQ and taking over the former B & C BBQ Market and purchasing the business from Ed Smith with Bacon & Caviar. The team discussed the menu, operations, and marketing ideas for a reset of the BBQ business. The group also discussed staffing and touched on projected revenues for the business. The goal is to open around or near July 1, 2023.
- b. Motion to Approve Music City BBQ as a Tenant – Scott Moskovitz
- c. Second – Dr. Brenda Butka
- d. Opposed - None

**VIII. Executive Directors Report – Darrell Lane**

- a. Board Chair Angela Crane-Jones questioned what the current hours of operations for the NFM Market House are.
- b. Per the Board of Directors, the hours of operations of the NFM Market House should be 10am-6pm daily.
  - i. Lilly’s Hot Chicken celebrated their Grand Opening on May 6, 2023.
  - ii. nashTN opened on May 13, 2023.
  - iii. Made in TN begins their buildout on June 1, 2023, and they plan to open by August 1, 2023.

- iv. Nine leases are due to be executed by July 1, 2023.
- v. Digital road sign is now operational and is being used to promote NFM events and businesses.
- vi. NFM Staff evaluations are due to be given by July 1, 2023.

**IX. Market Staff Reports:**

- a. Marketing – Courtney Cotton
- b. Strawberry Jubilee recap
  - i. 4.7K visits to the Strawberry Jubilee event page of our website as compared to 776 visits in 2022.
  - ii. 2.4K tickets sold on Eventbrite; 7K event page views
  - iii. 3.2K reactions to Instagram posts
  - iv. 6K respondents on the Facebook event
  - v. 84K paid social reach on Instagram and Facebook
  - vi. 88K paid reach through Nashville Scene
- c. Strawberry Jubilee media exposure
  - i. WSMV News Channel 4
  - ii. WTVF News Channel 5
  - iii. Nashville Scene (organic and paid)
  - iv. Tennessean
  - v. Davidson County Source
- d. nashvillefarmersmarket.org
  - i. Since January 1, we've had 134,000 visits to our website and 106,000 of those visits are new customers. For comparison, in 2022, visits to our website and 79,000 of those were new customers.
- e. Instagram and Facebook
  - i. Since January 1, we've reached 392,383 people on Facebook. For comparison, in 2022, we had 379k, a 3.3% increase. Our Instagram reach is tracking the same as 2022 (72,457 in 2022 and 72,214 in 2023).
- f. Upcoming/ongoing
  - i. Peach Jam – Saturday June 17
  - ii. Video series/business spotlights
  - iii. Market-wide video promotions
  - iv. Event rental marketing
- g. Board Member Alex Lorenz asked how we can determine how many people come to the market? A discussion took place about sales tracking and the best way to determine to amount of people of visits the market. The NFM staff disclosed that only the market house can provide the transaction counts and the farm spread software does not allow a tenant to input a transaction count. Heather Hoch with the NFM disclosed we would request from the farm spread software company to add sales transaction reporting.

- h. Programs – Heather Hoch
  - i. Sales Reporting – Estimated sales for 2022 season is around 4.1 M.
  - ii. Strawberry Jubilee–Farmers reported they were sold out of strawberries by 1pm.
  - iii. Grow Local Kitchen (GLK) application opened on May 1. A few applications have already been submitted.
  - iv. GLK – Soft opening on or around June 1.
  - v. Vanderbilt Market will open on June 1.
  - vi. Working on having English and Spanish translations of the Fresh Bucks marketing materials.
  - vii. Board requests to be communized to about the opening date of the GLK.
- i. Facilities – Charles Kizer & David Hornbeck
  - i. Gardens Of Babylon Water Meter has been installed.
  - ii. The team is working to address the bird issue that has been in the Market House and Farm Sheds.
  - iii. The facilities team is finalizing the opening of the GLK and getting the location ready for Made in TN to start their buildout.
  - iv. Board Member Scott Moskovitz asked what the schedule was for parking lot cleaning and suggested to add a few trashcans in the parking lot area to assist in people not littering in the lot.
  - v. Board Chair Angela Crane-Jones asked how Security staffing is going and how many scheduled for security were scheduled for the Strawberry Jubilee. How many officers are scheduled daily during the week. Charles expressed we have requested 3 officers during the week and are working with the company to add officers and ensure that staffing is not an issue and that we have adequate officers.
  - vi. Active Shooter Training is scheduled for the department employees and tenants at the end on May 25 and May 26.
- j. Finance – David Griffin
  - i. Finance Manager David Griffin presented the board with the April Financial results. The revenues were higher in the month of April due to a recovery of revenue from two tenants.
  - ii. David Griffin discussed the FY24 budget has been presented to the Metro Council and is currently going through the budgetary process and will be approved by June 30.
  - iii. David Griffin discussed that the departments Capital Requests and 4% funding requests have been presented to the mayor’s office. The mayors’ office will then determine which items from all Metro departments will be presented to the Council for approval.

- X. Final Comments – None**
- XI. Adjournment – 10.54 am**

<b>NAME</b>	<b>ORGANIZATION</b>
Eric Woodard	The Picnic Tap
Ashley Moore	The Picnic Tap
Amber Rodriguez	The Picnic Tap
Mike Guilbault	The Picnic Tap
Dan Hoy	Gardens of Babylon
Charity McGruder	Charity's Designs
Helen Prater	Helen's Pop Art
Khalil Eklona	Nashville Public Radio
Anna Fields	Bubble Love
Angela Crane-Jones	NFM Board Chari
Dr. Brenda Butka	NFM Board Secretary
Scott Moskovitz	NFM Board
Alex Lorenz	NFM Board
Theresa Costonis	Metro Legal
Erica Haber	Metro Legal
Darrell Lane	NFM Executive Director
Heather Hoch	NFM Staff
Courtney Cotton	NFM Staff
Charles Kizer	NFM Staff
Yolanda Manning	NFM Staff
David Hornbeck	NFM Staff
David Griffin	NFM Staff