

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
(Special Called Session)
Meeting Minutes
August 29, 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** – Executive session (9:00am-10:25am)
- II. **Public Comments** - none
- III. **Approval of August 15, 2023, Meeting Minutes**
 - a. Motion to Approve – Alex Lorenz
 - b. Second -Will Radford
 - c. All in Favor
 - d. Opposed - None
- IV. **Jamaicaway Grievance Discussion and Vote**
 - a. Will Radford called to question and moves to vote on the Jamaicaway grievance.
 - i. Motion to Approve – Will Radford
 - ii. Second – Alex Lorenz
 - iii. All in Favor
 - iv. Opposed - None
 - b. Radford motions to approve the Jamaicaway grievance and allows the religious exemption.
 - i. Motion to Approve – Will Radford
 - ii. Second – Alex Lorenz

- iii. All in Favor
 - 1. Aye – Will Radford
 - 2. Aye – Alex Lorenz
 - 3. Abstains - Angela Crane-Jones
- iv. Opposed – None
- v. Motion prevails.

V. New Tenant Required Operating Hours Discussion

- a. Darrell Lane presented to the board and attendees. Lane presented proposed new required operating hours for market house tenants that will result in an addendum to current leases if approved. The proposal stated that the market will continue to operate the indoor market house from 8 a.m. - 8 p.m.; however, individual vendor hours can vary, with required operating hours from 11 a.m. - 4 p.m. The data in the proposal showed a consistent pattern of the busiest days and weeks, with the hours between 11 a.m. - 4 p.m. being the highest revenue-generating periods.
- b. The presentation included data from website traffic, results from a July 2023 tenant survey with a 95% response rate, sales data by day and hour and weekday traffic transactions from July - June, FY23.
- c. Tenant survey results showed that all businesses were willing to be open from 11 a.m. until 4 p.m.
- d. Board chair Angela Crane-Jones raised a question regarding evening hours and what marketing efforts have been done to attract customers after 5 or 6 p.m. Crane-Jones asked why we would allow businesses to close at 4 p.m. if we're trying to grow customers across all operating hours.
- e. Crane-Jones also inquired as to what market house tenants are doing to help market themselves, including the use of social media, an up-to-date website, restaurant or business specials and sales, etc.
- f. The floor was open for discussion:
 - i. Jamaicaway wishes to stay open until 6 p.m.
 - ii. Courtney Cotton, Marketing Manager for the Nashville Farmers' Market, shared that previous marketing efforts include the promotion of happy hour, encouraging customers to visit the market or pick up food for dinner, Google campaigns, social media campaigns, etc. yet these efforts have not led to an increase in traffic. In addition, Metro Government of Nashville and Davidson County Nashville Farmers' Market Rules; page 2 of 12 - 3.1.1 states "NFM staff responsibilities: The Executive Director shall complete or oversee the following responsibilities: 'Determine, adjust and publish, as necessary, the days and hours when various NFM areas are open to the public.'" This rule was approved by the Nashville Farmers' Market Board on September 26, 2013.
 - iii. Succulent Vegan Tacos wishes to close at 4
 - iv. Bubble Love wishes to stay open until 6

- v. The Picnic Tap stated that they have customers who visit the market but upon finding that several businesses are closed, customers learn to either bring in their own food or leave the market altogether.
- vi. NashTN sees their sales stop when the last trolley stops by at 4 p.m.
- vii. Lilly's Hot Chicken sees a steep dropoff after 4 p.m. and is losing money by keeping staff during hours when the market is empty. Chris Lilly, owner, also noted that there is general confusion about market hours in general.
- g. Will Radford, board co-chair, raised the point that the Nashville Farmers' Market has offered extremely affordable rental rates over the years, and because of this, businesses should be more willing to stay open longer hours.
- h. The board also noted that the market will soon move to seasonal hours with shorter hours in the winter and longer hours in the peak seasons.
- i. Crane-Jones has proposed that we table the decision until we have a plan to reach and attract customers between 4 - 8 and that we need consistent messaging about market house hours.
- j. Lane reiterated that the operating hours in the handbook are 10 a.m. - 6 p.m., but several of our market house businesses are not following these hours and received no repercussions from the market. Lane stated that in the future, a violation of market house hours will result in violations and penalties as described in the 2023 Market House handbook.
- k. Lane shared that farmers' markets across the nation do not have consistent operating hours for each business located inside their markets. This challenge is not unique to the Nashville Farmers' Market.

VI. Final Comments –

- a. Crane-Jones made a motion to defer the discussion until the next board meeting.
- b. Alex Lorenz made a motion to approve the required operating hours to be from 11 a.m. - 4 p.m.

VII. Adjournment – 12:00 pm

- a. Because no motion was passed, the status remains.
- b. No motion received a second, so Crane-Jones made a motion to adjourn the meeting.
- c. Will Radford second the motion to adjourn the meeting.

Name:	Organization:
Dan Hoy	Gardens of Babylon
Ronald Cerdas	Succulent Vegan
Ouida Bradshaw	Jamaicaway
Katie Carbett	Jeni's Ice Cream
Jennifer Caywood	nashTN
Bill Caywood	nashTN
Amber Rodriguez	The Picnic Tap
Ashley Gibson	The Picnic Tap
Sangwoon Lee	Bowl and Roll
David Bradshaw	Jamaicaway
Jolie Yi	Farmers Deli
Anna Fields	Bubble Love
Chris Lilly	Lilly's Hot Chicken
Angela Crane - Jones	NFM Board Chari
Will Radford	NFM Board Vice-Chair
Alex Lorenz	NFM Board
Theresa Costonis	Metro Legal
Erica Haber	Metro Legal
Darrell Lane	NFM Staff
Charles Kizer	NFM Staff
Heather Hoch	NFM Staff
Courtney Cotton	NFM Staff
David Griffin	NFM Staff