

Metropolitan Government of Nashville
and Davidson County

Freddie O'Connell, Mayor
Darrell Lane, Executive Director



Nashville Farmers' Market
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Nashville Farmers' Market Board Meeting Minutes December 19, 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 - 9:33 a.m.

- a. Board Member Scott Moskovitz motions that Board Secretary Dr. Brenda Butka serve as acting chair for meeting in absence of chair and vice-chair.
- b. Second - Alex Lorenz
- c. All in Favor - Aye
- d. Opposed - None

II. Public Comments

- a. Board Member Scott Moskovitz discussed the Channel 5 investigative report about the tenant grievances from the November board meeting. Scott feels that tenants and vendors have always been able to speak with the board and management team concerning any issue. Scott wants to make clear that if any tenant did not feel like they were able to speak to the board or management team that it was not necessary to involve outside media and that hurts the market as a whole and all businesses could be affected. Scott wants to re-assure the market community that the board and management team has an interest in the success of market. Tenants need to understand that the financial stability of the market is important and that the market needs to be less reliant on subsidy for operations.

III. Approval of November 2023 Meeting Minutes

- a. Motion to Approve - Scott Moskovitz
- b. Second - Alex Lorenz
- c. All in Favor - Aye
- d. Opposed - None

IV. nash TN presentation of new retail store concept

- a. Executive Director Darrell Lane, Bill and Jennifer Caywood presented to the board conceptual information about the potential store layout of the new location of nash TN and the re-branding of the current lease space of nash TN's second business, GrownUP. The board was also given the build out addendum that will be included in the lease for their review.

V. Discussion of non-exempt business closures

- a. Executive Director Darrell Lane led a discussion about what the markets policies should be regarding business closures that are not approved in the current leases or the new approved religious exemptions that were granted to the businesses who filed religious exemption grievances. Darrell requests board input into how the market should handle these types of requests such as owner vacations, holidays, business closure requests, etc.
- b. Board Secretary Dr. Brenda Butka believes that the market is open seven days a week and that should be the expectation of each business if that is what is required in their lease. If a need for an exemption is needed, then it should present to market staff for approval.
- c. Dr. Butka brings up the idea of including in the lease agreements one week of business closure for vacation examples.
- d. Board Member Alex Lorenz asks director Lane what do other commercial real estate operations do, farmer's market's, governmental agencies handle this type of situation. Director Lane discussed that most operations impose financial penalties for businesses that operate outside of the lease terms concerning business closures.
- e. Scott stated there should be clarification in the handbook's concerning business closures outside of the lease terms. Scott suggests that during lease renewal of the second-year option of current leases that the business owners understand that the lease terms.
- f. Alex states business should be open even if owners aren't there and that staffing issues should not be a reason for business closure. Director Lane needs to ensure that the market is enforcing the current leases and all future leases.
- g. Dr. Butka asks what is in the existing leases concerning business closures and fines. Scott requests that notice be given in writing to the market staff

in advance. Metro Legal and NFM Finance read the current terms from the lease and market house handbooks discussing breach of contract.

- h. Scott requests that the NFM Executive Director present to the board what the policy needs to be changed to and get Legal to assist in updating the documents. The tenants should have to give 30-60 days' notice in writing.
- i. Alex suggests having the businesses understand what they are agreeing to in their lease and even consultation about operations. Director Lane explains that the businesses should already be established and how their business plan of operation should be.
- j. Dr. Butka suggests the management team to refer to the current handbook/lease and enforce those until a change has been presented and approved.
- k. Dr. Butka requests at the next board meeting that the administrative staff give updated information on this policy.

VI. Executive Directors Report - Darrell Lane

- a. NFM Staff Reorganization: The NFM staff organizational chart has been revised effective 12/1/23. Yolanda Manning's job has been reclassified from Special Program Coordinator to Programs Manager 1 managing the outside shed vendors and programs. Heather Hoch, Program Manager 1, has been assigned to open and operate the development of the Grow Local Kitchen (GLK) and Grow Local Commissary (GLC) programs. David Hornbeck has been assigned on weekends to assist in the rebranding of the information booth into a service and information booth focusing on centric customer service. All staff will report to the Executive Director.
- b. Grow Local Commissary Kitchen (GLC) update: The GLC construction is near completion. The final hood vent has been installed and duct work attached for ventilation. New door locks and security cameras will be installed in January. The handbooks and pricing structure is in process to be completed in January.
- c. New Year's Eve Event (NYE): The NYE event has begun with road closures in effect and planned event set up starting this week. Farm shed 2 vendors will be relocating to farm shed 1 from for the vending weekend of 12/22 - 12/23. Vendor's will be relocating back to shed 2 the week of 1/2/24.

VII. Market Staff Reports

- a. Marketing - Courtney Cotton
 - i. Marketing Manager Cotton discussed 2023 social media and website metrics in comparison to 2022. All 2023 marketing comparable' s except one were above 2022.
 - ii. Marketing Manager Cotton discussed the 2024 marketing priorities.

1. Brand positioning - The Nashville Farmers' Market is a diverse market with a variety of offerings and the brand should be updated and reflected as such.
 2. 100% marketing participation from tenants and vendors - Working in tandem with tenants and vendors will allow us to maximize our marketing efforts for the collective benefit of the market as a whole.
 3. Digital communication - Elevate brand trust through consistent and cohesive messaging, ensuring attainable goals, identifying key audiences and distributing content effectively.
 4. Ongoing marketing - We will ensure the continued growth and sustainability of the market by bolstering community partnerships and focusing on the market's core initiatives.
- b. Finance - David Griffin
- i. Finance Manager Griffin discussed the FY24 financials through November 2023. FY24 financials were compared against FY23 and the FY24 budget was compared with actuals through November 2023.
 - ii. Finance Manager Griffin discussed the FY24 year-end projections. The board was informed revenues will not hit the budgeted forecast due to a delayed opening of the Grow Local Commissary Kitchen (GLC) and expenses will be overbudget due to facilities repairs, janitorial expenses, and completion of the GLC.

VIII. Final Comments - none

IX. Adjournment - 11:00 a.m.

- a. Motion to Adjourn - Scott Moskovitz
- b. Second - Alex Lorenz
- c. All in Favor - Aye
- d. Opposed - None

Name:	Organization:
Ashley Moore	Market City BBQ
Jennifer Caywood	nash TN
Bill Baywood	nash TN
Anna Fields	Bubble Love
Annette Van Dyck	Succulent Vegan Tacos
Ronald Cerdas	Intentional Illuminations
James Carson	Metro Internal Audit
Theresa Costonis	Metro Legal
Erica Haber	Metro Legal
Darrell Lane	NFM Executive Director
Courtney Cotton	NFM Staff
Heather Hoch	NFM Staff
Charles Kizer	NFM Staff
David Griffin	NFM Staff
Dr. Brenda Butka	NFM Board Secretary
Scott Moskovitz	NFM Board
Alex Lorenz	NFM Board