

Metropolitan Government of Nashville
and Davidson County

Freddie O’Connell, Mayor
Darrell Lane, Executive Director



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**Nashville Farmers’ Market
Board of Commissioner’s
Meeting Minutes
July 16, 2024**

The May meeting of the Farmers’ Market Board of Commissioners was held on July 16, 2024, at the Nashville Farmers’ Market Conference Room.

The attendees included the following:

Name	Organization	Name	Organization
William Radford	NFM Board Chair	Darrell Lane	NFM Executive Director
Angela Crane-Jones	NFM Board Vice- Chair	David Griffin	NFM Finance Manager
Dr. Brenda Butka	NFM Board Secretary	Heather Hoch	NFM Programs Manager
Scott Moskovitz	NFM Board Member	Courtney Cotton	NFM Marketing Manager
Erica Haber	Metro Legal	Charles Kizer	NFM Facility Manager
Theresa Costonis	Metro Legal	Dan Hoy	Gardens of Babylon
Anna Fields	Bubble Love	William Caywood	Nash Tn
Cameron Hunt	Fluffed Up	Jennifer Caywood	Grow Up
		Kerry Wang	Green Asia

Opening Announcement

- The opening public announcements were administered by Angela Crane-Jones, and the meeting started at 9:30 a.m.

Public Comments

- Dan Hoy with Gardens of Babylon expressed concerns about the lack of parking at the market and wanted to gain board support in supporting the markets proposal of building a parking garage or to even charge to park to prevent people from leaving their cars at the market all day.
- Kerry Wang with Green Asia wanted to ensure the board received email that was sent about the Lustful Bath buildout. Board Chair William Radford said the board is reviewing the information in the email and is in discussion about it.

Approval of meeting minutes

- A motion to approve the May 21, 2024, meeting minutes was made by Scott Moskovitz and seconded by Angela Crane-Jones. All members voted in favor of the motion.
- A motion to approve the June 18, 2024, meeting minutes was made by Scott Moskovitz and seconded by Angela Crane-Jones. All members voted in favor of the motion.

Presentation of the Metro Internal Audit of the Nashville Farmers' Market

- Finance Manager David Griffin presented the audit report and discussed the audit scope and results that was presented to the Metro Nashville Audit Committee at their June 25, 2024 meeting.

Executive Director Merit Increase and Proposal

- The board of commissioners listened to the merit proposal of 5% presented by Executive Director Darrell Lane.
- Dr. Brenda Butka has been very impressed with what has occurred during the past fiscal year. She approves of the 5% merit increase.
- Scott Moskovitz has also seen an improvement in operations and communications. He is also impressed with the staffing and continued development of the market. Scott Moskovitz makes a proposal to increase the merit increase from 5% to 6%.
- Angela Crane-Jones commends Darrell Lane on the hiring and retention of market staff and putting operational processes in place. She votes yes on the increase.
- Will Radford also agrees that the market has done a great job in being an entity of Metro and has doing a great work within the Metro community as a public interest.
- Angela Crane-Jones recommends looking at a formal evaluation process moving forward. Metro Legal stated that other boards and commissions have put in the rules within their governing documents to hold a formal review and then hold an open meeting to discuss the review. The department will look at adding this rule into the governing documents moving forward.
- The board of commissioners recommended a 6% merit increase for Executive Director Darrell Lane. The effective date of the merit increase will be retroactive to July 1, 2024 to correspond with the beginning of the current fiscal year. A motion to approve was moved by Scott Moskovitz and seconded by Dr. Brenda Butka. All members voted in favor of the motion.

Executive Director's Report

- Jamaicaway interior remodel– Tenant is modifying their serving line and will now only provide common area seating for their customers in the future. They are expanding their menu.
- A&M Marketplace has been approved to sell beer by the glass in their rentable lease space. This is consistent with our current practices for tenants.
- BL2024-334 sponsorship approval final vote passed the Metro Council in June to allow the NFM to development a public sponsorship program valued up to \$50K per sponsor. The Board would like to vote on the policies and rules of the sponsorship program once developed by staff.
- Natchez Hills Winery Update- The tenant's account is still open and delinquent.
- Parking Lot Management Program- the NFM parking lot is controlled by security until at full capacity on weekends. Improved early customer parking.
- NFM 2024/25 Fiscal Year Focus - 1. Maximize Department Contributions 2. Exceed Financial YTD budgeted goals. 3. Reduce Contractor Expenses to LY.
- Scott asked for an update on the Lustful Bath buildout and what is Green Asia's concern. Darrell explained the buildout. Scott asked if Lustful Bath is approved to add walls. Darrell explained that the wall is approved and that the market will assist in getting foot traffic in the north areas.

Market Staff Reports

Marketing – Courtney Cotton presented the following information to the board along with social media marketing metrics of since January 1, 2024;

- Music at the market - marketing has booked 15 musicians and artists from January - July 2024.
- Sponsorship update - marketing has secured \$7,500 in sponsorships during July 2024.
- Directional parking signage - printed 12 corrugated signs with ground stakes to direct customers to the free state parking lots.
- Market directory - marketing is working with facilities to purchase and mount four large monitors to place across the campus that will serve as an easily editable tenant and vendor directory.
- Peach Jam and Tomat-O-Rama festivals – The market had a new band during the Tomat-O-Roma Festival and Nossi College of Arts, Culinary School conducted another cooking demo.
- The marketing budget for FY24 is 36% under the budgeted amount.
- Board Member Scott Moskovitz did request to try and drive as much foot traffic as possible into the north and south hallways to ensure those businesses are visible. This can be done through additional signage or other means as the market management deems in the best interest.
- Board Chair William Radford asked why the Instagram metrics is lower than this time last year. Courtney Cotton stated she would investigate that further to find out the reasoning.

Programs (Grow Local Kitchen/Commissary) - Heather Hoch presented to the board the following information:

- Commissary membership options are now being offered to current and new vendors.
- Heather Hoch is working with NBIC to offer business incubation services to foodservice businesses to assist those in more growth opportunities.
- Heather presented GLK metrics from FY24 to the board about vendor's total sales and transactions along the kitchen being rented 300 days during the last fiscal year.
- Board Chair William Radford asked how we promote the success of the graduates of the program.
- Board Member Scott Moskovitz asked how do the vendors feel about using the space?

Facility Operations - Charles Kizer presented to the board the following information:

- Charles discussed the ongoing onsite construction of the relocation of the backflow.
- The market house window replacement on the west clearstory is in the final design phase and a schedule of replacement will soon be developed.
- A Metro Safety Audit was conducted at the end of June and the market is working on correcting and improving on the results. A report will be submitted to the HR safety division by the end of the week.

Finance and Administration

- David Griffin presented to the board the FY24 preliminary year-end financial report and discussed specific revenue and expense object accounts that were overbudget and underbudget for the year. The revenue projections are 2% overbudget and the expense projections are 20% below budget as of June 30, 2024. The fiscal year-end will not close until Mid-August.

Final Comments and Adjournment

- There were no final comments and the meeting adjourned at 11:09 a.m.