

MINUTES
AGRICULTURAL COMMISSION
WORK SESSION
May 24, 2023

OPENING: 7:00 p.m. Chairman Hansen opened the hybrid work session by announcing the members in attendance, date and time of the meeting.

ATTENDANCE

Burt Hansen, Chairman	Present
Dan Cook, Commissioner	Absent
Zach Barnett, Alternate	Present
Ron Cecchini, Commissioner	Absent
Lenita Bober, Commissioner	Absent
Tammy Ciak-Bissaillon, Commissioner	Present
Maryssa Cook-Obregon, Commissioner	Present - Zoom
Sage Fury, Alternate	Present - Zoom

DISCUSSION – OPEN FARM DAY

Final list of participating farms:

Blossoming Acres Kline View Stables Calabrese Farms Sheep
Pasture Sunflower Stand/Dwight Arnold Tobacco
Coward Farms Roger Bisi Farm Firefly Fields Farm Southwick History Museum Solek
Farms 413 Bee/Andrew Solek - TBD by 5-26

Inga Hoteling, 45 Kline Road, reported on the anticipated participation for the farms. As of this meeting, Billy C's and 413 Bee have not fully committed to participating.

Sponsorship levels There is a potential for sponsorship at a variety of levels which will include the name of the business, but no logo. If there is remaining room on the brochure, Chairman Hansen will compose verbiage to fill in the blank space.

Additional Issues A variety of expenditures were estimated as follows:

- Farm Trail brochure – 1,000 copies - \$400 (from regular budget by June 30)
- Tri-fold flyer - 1,000 copies - \$300 - Place at participating farms day-of, too. (Open Farm budget line item.)
- Passports – 500 on heavier stock - \$300. (Open Farm line item.) Note: If we run out, tri-fold flyers can be substituted.)
- Lawn signs – 3-color - \$6.50 each for 25 – (Open Farm line item.) Diane's vendor.
- Parking signs - generic to just say "Parking". Available at IBS. Possible donation?
- Safety vests for volunteers – IBS or Ocean State. Lenita and Inga have some on-hand.
- Bigger signs – 2x3' for intersections - \$32. (Open Farm line item.) Morin Signs, Agawam. Possible donation?

- Boxes for passports at farms – 12 in-hand, need decorating. Donated by Inga Sage working on AgCom logo.
- Stickers for visitors to place on passports. \$10/package. (Open Farm line item.)
- Paid ads, to be placed depending on price, prices TBD by 5/26 (Open Farm line item.) – Republican, Southwoods, Westfield News/Pennysaver

The approximate cost is \$2,400, with the actual cost TBD. (Note: Granby CT had 13 farms and spent \$2,167.)

Commissioner Cook-Obregon made note that the brochures are currently and will likely be printed by an on line printer. Estimated printed time is 3 - 3.5 weeks. However, Southwoods could be a printer for the passports. Some of the funds will be from the remaining fiscal year budget for 2023, some from fiscal year budget 2024, and if needed, the balance of funds from the gift account. The approximate total will be \$2,400. 00 Special thank you to Inga for the donation of the stickers for the passport.

There are also flyers that will contain a description of Open Farm Day to place at farms and distribute around town before the event to generate interest. The "passport" will be a document that participants carry from farm to farm. Stickers will be placed on the passport - each identifying what farm was visited. The passports will then be placed for a drawing for a prize. Chairman Hansen suggested creating a bumper sticker to promote the Right-to-Farm. Commissioner Cook-Obregon will coordinate the printing of the flyers to be distributed in sufficient time to generate interest. The passport will include the list of participating farms, a map of their location and a place for visitors to place stickers to confirm the visitation.

Additional media:

Notices will be placed on Facebook, Channel 15/Town Crier, with releases to local media outlets.

The Commission discussed sponsorship levels, but decided it shouldn't be a competition. It was agreed that the Committee will "ask" for \$60 and/or a donation of a gift card for the drawing. The sponsors will be officially thanked in all the media. Participating farms may also donate to the drawing. The potential list is below:

Potential sponsors

Scibellis Mobil	Tractor Supply
Westfield Bank	Farm Furnishings (?) at Gristmill
VCA	Southwick Florist – Burt to contact
Mason Insurance	Country Colonial
Southwick Insurance	Southwoods
College Highway Insurance	IBS
Whalley Computer	
Hitachi/Comark	
Southwick Power Equipment	
New England Bike	

Potential restaurant sponsors/gift donors/places to send folks "for a bite" – and outreach person

Westfield River Brewery - Inga	Congamond Pizza/BBQ - Tammy
Sunflower Café - Tammy	Roma (buys from local farmers) - Zach
Crepes Tea House - Inga	Rail Trail Ale - Inga
Daily Grind - Sage	Southwick Inn - Inga

Tuckers - Inga
The Launch - Burt
Reds Café - Inga
Summer House - Inga
Notch - Inga
Moolicious - Inga
Village Pizza - Inga
Subway - Inga
Blossoming Acres
King Yen
Pasticeria

Kettle Bread - Zach
Murphy's
Bar Shop - Inga
Prime Steak
Dunkin'
McDonald's
Zantos
Doc's Place (Edgewood)
Hash House - Tammy Main Moon
Millie's - Burt
Gristmill Café - Inga

Commissioner Zach Barnett will contact Big Y for a potential gifts card(s).
Ms. Hoteling will reach out to EDC to inquire if they can help with promotion/signs at Ironman, motocross, etc, and/or promo Open Farm Day on their new website.

Website registration form

Farmers will need to provide information on parking and what if anything will be offered to visitors (i.e. free sample). Ms. Hoteling will provide a draft script for the Commissioners when speaking to the farmers. It was agreed that the distribution should begin after the June 5th Select Board meeting.

As there was no further business to discuss, Chairman Hansen made a motion to adjourn the meeting at 8:59 PM. Alternate Commissioner Fury seconded the motion. The vote was unanimous in favor.

Commissioner Fury made a motion to adjourn the meeting at 8:27 PM. Chairman Hansen seconded the motion. The roll call was unanimous in favor.

Respectfully submitted,

Jean Nilsson, Secretary

cc:
Select Board
Town Clerk

Burt Hansen, Chairman

Maryssa Cook-Obregon, Commissioner

Dan Cook, Commissioner

Ron Cecchini, Commissioner

Tammy Ciak-Bissaillon, Commissioner

Lenita Bober, Commissioner

Zach Barnett, Alternate

Sage Fury, Alternate

Date