



Minutes NOCA Urban Farm Faire Debrief June 2, 2014

Present

Barbara Schreiber
Joy Adams Bauer
Michele Hillier
Ian Knipe
Andrea Blakeman

Regrets

Jenn Skogland
Dean Forsyth
Alexia Penny
Lawrence Rieper

The Urban Farm Faire was a huge success! At least 100 people came and went. Many remarked how thankful they were to NOCA for holding the event.

The following is a list of the items debriefed:

1. Alexia recommends that we book the park formally with the City. We should also inform the City that we plan to serve food.
2. Some people did not realize we had food for sale. Make a big sign at the entrance to the park that advertises the food being sold "for a donation". Don't put a specific price on the sign (this pricing is a recommendation from the City).
3. Discussion around reducing the amount of food cooked. Leftovers were given to the CMHA trainees and Joy bought a pan of gluten-free pie. If the food is advertised better we shouldn't have as many leftovers.
4. Don't buy the food ingredients at Thrifty's. Shop at a cheaper store.
5. Signage for the plant table. Natalie did a terrific job. She was suggesting higher prices that we had thought about, but people were happily paying those prices. The sign could have specific prices for veggies, roses, herbs, perennials, etc. OR it could say "by donation." To be decided.
6. Apply for a grant next year, from somewhere other than the City because their grant cycle doesn't fit with the timing of the Faire. Michele volunteered to "poke around on the computer" to see if she can find any sources we can apply to.

7. Barb will donate more veggies next year. We could have sold more. Thank you Barb!
8. Paul Gogo was great with his banjo and his two musical buddies. He had fun playing with his buddies and then spontaneously playing with some kids. He also played when the piñata was being hit.
9. Promote the piñata more. It was a huge draw. If it's made in time, a photo of the piñata could be added to the poster. About 30 kids were lined up ready to hit. Michele did a wonderful job and Ian and Cindy were terrific with the kids.
10. Put up the tents at the beginning – regardless of the weather.
11. Selling memberships went over well. No one had any problem with the half-year membership. It makes sense to have a 2nd opportunity when memberships can be sold (other than only at the AGM).
12. Barb suggested we think about approaching vendors at the Wednesday Beban Farmers Market (4 to 6: 30 pm) to see if they'd like to set up an information table or a selling table at next year's faire.

TO DO's

- Andrea to buy thank you cards and mail
- Ian to invite the "film guys" to our Board meeting on June 16 to discuss the idea of "movies under the stars"