



Harvest Market and Marketplace Meeting Agenda

Location: Zoom

Date: 1.25.2021

Committee: Ken Grayson, Gigi Garcia, Corey Grijalva & Mark Sheridan, Victoria Malone

Time: 9:00 am

I. Welcome

II. Roll Call of Market Committee

III. Public Comments

IV. Open issues

- a) Update Covid Protocol
- b) Meet with City & the Contractor on Thursday, 1.14.2021 at 1 pm regarding the barriers – provide input from that meeting. Victoria provided photos of each of the barriers to Jackie Sales.
- c) New members leaving due to low sales. Our Market does not do marketing beyond social media. Social media is currently only reaching followers who already know us. We would like to have a Marketing Campaign gearing toward Spring Coming. – CV Weekly, Flagpole Banners with Logo & “Shop Safe,” support from the City.

We are only reaching people who already know about the market. We would like to extend that reach, especially here in the neighborhoods of Glendale: Sparr Heights, Montecito Heights, La Crescenta, all of Glendale.

- d) State of the Market – Covid Safe. Barriers will help that message.
- e) WIC program-possibility for the “Market Match.” Have City promote.
- f) New Purveyors:

Slow Stir Preserves is now in the market and has sales help to participate in each Sunday.

Pending: Brindley's Baking Company – Granola – blends of distinct flavors. Menu includes Gluten Free and Vegan blends. All paperwork is in order with the Health Department, all permits have been submitted to our market, and the submit for authorization has been completed to the LAHD for Brindley's Baking Co into the Montrose Harvest Market.

V. Discussion of New Market Applications

New submission-Evan's Mini Pies. Works out of a commercial kitchen. Would qualify as a Commissary. And is currently going through LAHD to be able to participate at our market. Only needs our approval in order to obtain the Community Event permit.

VI. New Business

Market Layout – Covid Safe.

Increase of Food Purveyors

Handling the Parklet Trash that the restaurants nor the city are attending to.

Grant Money from the City – back in August 2020, we requested to have a grant application filled out, because the Market is an extension of the Shopping Park, would it be possible to submit for a Grant.

VII. Old Business

Join Zoom Meeting

<https://us02web.zoom.us/j/2846378511?pwd=RWZGNy9tSWxhcGhmWWVmYjl4RnFOdz09>

Meeting ID: 284 637 8511

Passcode: Montrose