



Ag Committee Meeting Minutes

August 10th, 2023 at 7pm via Zoom

Attendees:

Liza Bemis, co-chair, Hutchins Farm
Melissa Maxwell, co-chair, Barretts Mill Farm
Steve Verrill, Member, Verrill Farm
Brian Cramer, Hutchins Farm
Dan Schmid, Member, Walden Woods Farm
Joe Rogers, Member, Clerk
Rosanne Scimone, Scimone Farm
Grace Scimone, Member, Scimone Farm
Happy Goethert, Member, Scimone Farm
Mary Hartman, Concord Select Board
Emily Wheeler, Visitor

Call to order at 7:07pm. Liza chaired the meeting.

1. Review Minutes: Steve moved that the July minutes be accepted as written, Dan seconded, minutes accepted as written.

2. News about Concord Farms and Farmers: Melissa has returned from maternity leave in good health and spirit. All agree the extreme rain has been bad for everyone! Dan has a planting (1-2 thousand heads of lettuce) under water. Steve saw the rain overtopping Wheeler Road. Discussion about erosion. Brian had gullies cutting his farm roads and standing water in the fields. Grace said soggy fields got her tractor stuck in mud. Dan laments his tomatoes still too green, others say tomatoes are late as well. Late and poor fruit set. Steve said most of the crops this year are coming in slow. Dan talked about squash beetles being hard to control in an organic farm. His beans are growing well but the deer get the tops. Discussion about winter squash harvest and challenges with rain.

3. Quick Update on Paper Bag Fee Law: Mary Hartman reported that her, Mimi Graney, and Chris Carmody had met with Representative Simon Cataldo's office and he put forth to the state legislature the bag law but added an amendment that would exclude farm stands from fee. The bill will still have to go back to the next town meeting for approval. Mary will walk us through this process.

4. Window Display at Bookstore: Grace and Happy working on the window display plans, they don't need anything from us! Times of installation and take down where confirmed.

5: Ag Day Update:

A. Where we are in Planning: Town permissions are all in place! Same with the light plant for the banner across main street. Happy has the banner to update and will drop it off at the light plant when she is done.

Layout of tents considerations – Concord PD want a car or truck to be where Steve usually has been. Liza asked for anyone with a large truck to block that road section. Maybe we could bring down a tractor? Grace, Dan, and Brian considering if they could do that.

Happy updated that some farmers need to be reminded to reserve their spots on Main Street. Still haven't heard from a few of them. Steve will check in with Saltbox and Marshall. Liza reported 16 non-profits have sent their applications so far. Liza is working on the layout map and will send out to everyone after we know how many folks we can fit downtown. A few nonprofits have asked to sell things: Library will sell agriculture books and Gaining Ground sell their cookbook and a farmers market tote bag.

Len Solomon will perform at Ag Day. He wants a tent to protect against rain. Grace will provide one. Liza will round up A-Frames to hold signs and posters. The town DPW let us use some last year, she will ask again.

B. Posters: Stone Soup will pay for the large plastic posters if they are designed to be re-usable. Happy showed two designs. One to use one as the re-usable poster and the other with the date on it for paper flyers. Everyone agreed to use the squash image as the reusable one, and the collection of farmers items as the paper poster for this year. Liza will contact Ricky at Concord Printing for a quote on both and talk to Stone Soup to confirm the quote is ok. Grace and Rosanne volunteered to distribute the paper posters around town.

C. Day of Assignments: Joe & Emily will mark out the spaces with chalk in the morning. Joe will be at the AG Committee table. Joe will bring tent and small table. Liza will print out signs to tape to parking meters to help folks know where to go. Emily will bring a bell for the start again.

Veggie Racer: Vanderhoof's generously will provide wheels & axles, and decorations for the racers. Liza's brother will run the drilling again. Liza will ask Lise if her father would like to volunteer again this year. Liza will contact Minuteman Tech again to see if they have any interested students to help with the racers again this year.

250th Anniversary Committee might have a table and wool spinning demonstrations on the Wright Tavern lawn at the same time as Ag Day. All agreed it wasn't part of Ag Day, but was a good fit as a side event. They are looking for sheep or other animals to be at the display.

6. Update on Ads in the Concord Bridge: The advertisement in the Bridge for Concord Farmstands that was designed by Grace and Liza was very good in color. For the next ad advertising Ag Day we should place another quarter page ad, probably don't need a full half page. Important to include that it's the 18th annual event – make sure to promo that its been happening every year and brings some history to it. We could do a similar style. Or can we make the next ad look like the Ag Day poster that Happy is designing? Tag line "Concord Farmers Growing For You" was great- Grace came up with it. Liza and Grace will work together on the next Ad. Target for it to come out the weekend before Ag Day (Friday before Labor Day weekend) Liza confirmed with the Bridge that there will be a paper that Friday.

7. Quick Update on Video Project: Scimone video is online looking very good. Colonial Garden is next on Tory's list to be filmed.

8. Other Business: Liza asked if other folks saw Discover Concord email about another possible group ad? The issue is scheduled to come out just before AG day. The deadline for inclusion in the ad is tonight, but if anyone is interested Liza will forward it. Liza will forward the email to Dan, Joe, and Grace.

9. Public comment: None.

10. Next meeting set for Sept 14th at 7pm on Zoom.

Dan motioned to adjourn the meeting, Grace seconded. Meeting adjourned at 8:07 PM.