

**Meadville Market Authority Minutes**  
**February 14, 2024**

<p><b>Call to order – Roll Call</b></p>	<p>The meeting of the Market Authority of the City of Meadville was held Wednesday, February 14, 2024. Board Members present were Chair Paula Burleigh, Treasurer John Fulmer, Secretary Adrienne Krone, Ashley Mattocks-Rose, Mark Richmond, and Seth Ernst. Staff present was City Manager Maryann Menanno. Ms. Burleigh called the meeting to order at 4:52 pm.</p>
<p><b>Public Comment</b></p>	<p>No public comment.</p>
<p><b>Approval of Minutes</b></p> <p><i>January 24, 2024</i></p>	<p>Mr. Fulmer motioned to approve the January 24, 2024 minutes with the correction. Mr. Richmond seconded and the vote was unanimous.</p>
<p><b>Market Manager Update</b></p> <p><i>January Sales</i></p> <p><i>Events</i></p>	<p>Mx. Pane was not able to attend so Ms. Burleigh delivered the report that Mx. Pane prepared.</p> <p>The Market House made about a thousand dollars more in January 2024 than in January 2023. The biggest wholesale products were Willowbend English Muffins, Cleveland Bagels, Sir Inkwel drinks, and Painterland Sisters yogurt. The biggest consignment sales were Al-By Farm Soap, Happy Mug coffee, Alpaca products, and Vorisek Honey. A new vendor, 43 Jewelry did very well in their first month, which was extra impressive since it was January. New products include eggs from Fat Hawk Farm, Hammond’s Valentine Candy, new Pastabilities shapes, and Black Bean Burgers from Oberlin Route. There were some issues with the milk delivery from Hollerview farm because they had a family emergency, but hopefully this won’t be an ongoing issue. The expiration dates on some of the bulk spices have passed, so Mx. Pane is thinking about how to better market the spices for customers. For example, smaller ready-made bags might help customers recognize that these spices are a good deal. Mx. Pane also mentioned needing to re-order Market House t-shirts and sweatshirts.</p> <p>Mx. Pane reported that events made \$526.90 in January but when materials and employee hours were taken into account, the café lost about \$630. These figures did not include the recent Cookie Walk event. Related to the report about recent events, Ms. Mattocks-Rose reported that there were some issues with the Cookie Walk event. The line for the cookie bags, which was inside the Market House, was unorganized and made things complicated. The bags cost money this year and the Meadville Independent Business Alliance (MIBA) thought that this would help with crowds but the 200 bags sold out within a half hour. MIBA did not advertise that bags were</p>

	<p>limited or first come, first serve so people were upset once the bags ran out. Ms. Mattocks-Rose proposed that next year, the number be increased to 300 bags and that MIBA organize the lines better because events that happen at the Market House reflect the Market House. Ms. Burleigh noted that depending on what we decide related to job descriptions, the Events Coordinator may be attending MIBA meetings more regularly. Ms. Burleigh explained that Mr. Burchard is rethinking events like the Valentine’s Dinner and arranging a regular monthly time for A Chef’s Tasting event where people could come and try good food on a regular day each month.</p>
<p><i>2024 Farmers Market Preparation</i></p>	<p>Mx. Pane reported that they contacted all the food producers who participate in the Farmers Market last year and some of the farms are unsure and/or cutting back on their time at the Farmers Market. Ms. Burleigh asked the Market Authority members to think about potential produce and food vendors that we could add to the Farmers Markets. Ms. Krone and Ms. Mattocks-Rose offered some suggestions and Ms. Burleigh recorded them to pass them along to Mx. Pane.</p> <p>Ms. Mattocks-Rose raised the proposal from the last meeting to pursue map-related art for the Farmers Market this year but the artist she spoke too is quite busy. Ms. Burleigh suggested an open call, where artists would be asked to create art for the Farmers Market that “evoke the spirit of the Meadville Market House.” Mr. Ernst suggested working with the Meadville Council on the Arts (MCA) to showcase the submissions and announce the winner. If we do ticket sales, this could also be a fundraiser. The Market Authority was very excited about this idea and Ms. Burleigh suggested a deadline of April 1 so that we have time to print materials for the start of the Outdoor Markets. Ms. Mattocks-Rose suggested working with Richard Burchard to offer small bites so that there is food and art. Mr. Ernst asked if there is remuneration for the artist and Ms. Burleigh confirmed that the artist is paid \$500 and we can be transparent about that in the open call.</p>
<p><i>Market House Collaborations</i></p>	<p>Ms. Menanno offered an update on the Channellock partnership with the Market House. They are working on the display and hope to have it up soon. The Meadville Public Library is setting up a seed library. They plan to hold a seed exchange at the library on a Saturday this year, which will be co-hosted by the Market House. The library is also going to begin selling their new (and very popular) sweatshirts at the Market House.</p>
<p><i>February</i></p>	<p>The Market House is not on track to meet February’s numbers from 2023. This is related to the lack of bread from Bakery on the Square due to health issues and the fact that there was no Valentine’s dinner this year. Mx. Pane is working with a new sourdough baker in Meadville. Ms. Krone asked about a previously discussed Edinboro bread option. Ms. Burleigh said she would check in with Mx. Pane to see if can finalize a pick-up schedule for that bread.</p>

<p><i>Press</i></p>	<p>Ms. Burleigh asked about an article that is in the works at the <i>Meadville Tribune</i> and Ms. Menanno said it is coming. Ms. Burleigh also noted that Mx. Pane got a shout-out in a recent edition of the <i>Meadville Tribune</i> for doing a great job!</p>
<p><b>New Business</b></p> <p><i>Personnel/Job Descriptions (Executive Session)</i></p> <p><i>Solar Eclipse</i></p>	<p>Ms. Mattocks-Rose raised the idea of doing an event for the Solar Eclipse that is coming to this area April 8, 2024. A lot of people will be visiting the area for the eclipse and the Market House could do something to entertain people outside the actual eclipse. Ms. Burleigh reported that she is working with Mx. Pane to sell the glasses. Ms. Menanno reported that all the local hotels and Bed and Breakfasts are sold out and she already suggested to the Meadville Area Recreation Complex that they could put flyers at all those locations. Ms. Burleigh proposed working with Mr. Burchard to offer a dinner for visitors, either Sunday or Monday evening. Because a lot of restaurants in Meadville are closed on Mondays, the Market Authority felt that an early dinner on Monday would be ideal. Mr. Fulmer asked if we could use the parking garage for viewing and Ms. Menanno confirmed that we could.</p>
<p><b>Old Business</b></p> <p><i>Lease, License, and Code of Conduct Updates (Executive Session)</i></p> <p><i>Friends of the Market House Updates</i></p>	<p>The Market Authority held an Executive Session via email on February 10, 2024 to discuss leases and licenses.</p> <p>Ms. Burleigh provided some updates that happened since then. Nancy Asmus from Nancy's Under the Steps signed her license and paid her rent. Ms. Asmus had previously signed the Code of Conduct. Save Room for Dessert has not signed the license or the Code of Conduct.</p> <p>Mr. Fulmer reported that the Friends of the Market House are preparing to start a print newsletter. They found some interesting history that they are excited to feature in the newsletter. Mr. Fulmer shared a story about how the Market House featured produce from people's Victory Gardens after World War II and that was the start of the Crawford County Fair. The Market Authority members were very excited to learn this and Ms. Mattocks-Rose suggested a potential tie-in with the Crawford County Fair.</p>

	Mr. Fulmer also explained that the Friends of the Market House discussed an idea related to the old Market House windows that could potentially be turned into art, perhaps in collaboration with the Meadville Council on the Arts (MCA) and auctioned off to raise money for the Market House. Ms. Mennano approved this plan to use the windows on behalf of the City of Meadville.
<b>Next Meeting</b>	The next scheduled Market Authority Meeting would be Wednesday, February 28, 2024.
<b>Executive Session</b>  <i>Personnel/Job Descriptions</i>  <i>Lease, License, and Code of Conduct Updates</i>	
<b>Adjournment</b>	Ms. Mattocks-Rose moved to adjourn to Executive Session. Mr. Ernst seconded, and the vote was unanimous to adjourn to Executive Session at 5:50 PM.

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Paula Burleigh  
Chair