Williams Barn Committee

January 4, 2023

Minutes

Attending: Sandra Tobies, Bob Kniffen, Chris Furcolo, Joe Twomey, May Brackett (Zoom), Matt Novak (Zoom)

Meeting opened 4:03

The discussion of signs was opened by Joe. He mentioned that the upkeep of the signs (i.e. putting them out and taking them down) fell to the wayside this past season. As a resolution to the issue, this task was delegated to Matt Novak, with Bob Kniffen as a stand-in if needed.

Sandra updated everyone about the barn’s finances. All of the money needed for expenses was sent out and went through. We now have $526.15 left in our accounts.

Due to the dire financial situation, members opened the discussion for fundraising ideas. May suggested flyers in key spots: town hall, local businesses, the senior center, etc. Bob pointed out a turnover in town residents and suggested pairing with real estate companies to advertise. Sandra suggested using the barn more throughout the year. Chris suggested pairing with the Groton Business Association. May brought up mail in donations. Additionally, May will look into Facebook and Instagram advertising, and search engine optimization. Sandra suggested hosting a few food trucks as an event at the barn. Sandra also suggested hosting a historically themed event at the barn. Joe suggested wire signs to stick around town, Chris suggested the signs say “Farmer’s Market This Way” to lead people to the market. May suggested a gofundme for barn repairs, and will look into the possibility of setting up a Venmo or some other form of electronic payment for the barn.

The committee discussed the presence of craft vendors at the market. While there was apparent concern in becoming a “craft fair”, the committee agreed that it was more important to have quality craft vendors. Sandra reiterated that Chad stated the market needs an anchor: a draw for the market.

The chair put forward the idea of committee roles, pointing out that other committee members lacked titles and therefore task delegation was difficult. May stated that nominating others for roles such as vice president, treasurer, and secretary may help with this. It was tabled for the next meeting.

May stated that although a portion of the intern’s role was to engage in social media, most interns fell through on this aspect of the job. The re-evaluation of the intern’s duties was set to be discussed next meeting.

Meeting adjourned 5:05pm

Next meeting: February 1, 2023 at 4pm in the library.