



Park and Recreation Meeting Minutes 2-28-2022

Co-Chair Jessica Boelman called the meeting to order. Present were Jessica Boelman, Mark page, Jordan Johnson, Nicole Bower, Eric Hanson and Dawn McCracken. Visiting were Kellee Omlid and Ryan Hayes from Farmington Parks & Recreation.

Jessica recapped our tentative plan to host a food truck night on May 20th at Stelzel Fields. Jordan identified a food truck vendor website where we can submit our date, time, and estimated number of attendees. From there, the vendors with availability can indicate their desire to service our event.

The group discussed a desired number of vendors and felt 6 would be a good trial run (possibly 3 entries and 3 desserts) Dawn will connect with the Town Board and Maintenance staff to see how many vendors could be safely accommodated.

If possible, it would be ideal to partner with Southern Hills Golf Course for additional parking space. As plans develop, we will reach out to them about this request.

Kellee will review the 2021 Dew Days food truck layout and site used then send back to Dawn for reference.

As things develop, signage for parking on street will need to be coordinated with maintenance. We may also need volunteers dedicated to managing traffic flow.

Kellee recommended we require a vendor deposit vs. a permit to entice them to stay the entire event. If they stay through the entire event they would get the deposit back but if not, the deposit would be forfeited. (We will need to be looking into this further)

Advertising will include a Facebook event page to help gauge interest and potential attendance which can then be shared to the various FB community pages. If details

could be coordinated quickly, we may be able to squeeze it into the Farmington Current and the Empire Spring Newsletter. For year one, we will most likely promote as a “Grab & Go Food Truck Night.”

Jordan will put out a call for vendors indicating a desire for 6-8 trucks on May 20th from 5-8 p.m. with an estimated attendance of 500 attendees with exposure to about 15,000 residents between Empire Township and Farmington. The Deputy Clerk email will be used so all responders go to one place. Dawn and Jordan will also search online for local food truck vendors and reach out to them in hopes of supporting business close to home.

First steps will be compiling a list of who is available and how many truck we can fit in our desired space. From there, we will reconvene as a group to make final vendor decisions and start a marketing effort. If a meeting isn't feasible, we will communicate via email which vendors have responded with availability. Those responses will be discussed at the next meeting and a choice will be made who to invite.

The meeting was adjourned.

