

BFBL Works-Session Jan 10, 1013 Summary of Team Work

Making farmers market a destination event

Market promotion to increase foot traffic

Market promotion to local food businesses

Action Topic:

Step 2:

List what you **NEED** to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
	Family oriented Kid friendly Time sensitive Demonstrators Entertainers Musicians	Demonstrations: Food prep/saving Cooking Crafting	Entertainment

Identify what you **ALREADY HAVE**:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
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Action Topic:

Step 4: DRAFT Action Plan

<i>REQUIRED</i>	
First Action How to find	What: Contact list of entertainers and demonstrators When: ongoing Who: PEC & us
	<i>Optional concurrent action with first</i> What: Who: When:
Second Action	What: Look for funding , vendors fees, grants Hire volunteers 'put out the kettle' Who: market managers When: ongoing
	What: Who:
	When:
<i>Optional Third Action</i>	What: Who: When

Action Topic:

Step 5: *How can Buy Fresh Buy Local -Piedmont Environmental Council help?*

1. What do you need NOW?

What	When	Who
Contact list for entertainers and demonstrators to be circulated to local and regional farmers markets	Before the start of the 2013 market season	Contact other market managers to start the source list.

2. What will you need LATER?

What	When	Who

