



City of Hudsonville – Advisory Committee
Minutes
February 10, 2021
Zoom

Members present: Greg Steigenga, Helen Clossen, Matt Harris, Jennifer Blood and Jack Groot

Members absent: Ashley Prins

Staff present: Patrick Waterman, Michelle Fare and Teri Schut

1. **Welcome:** Steigenga called the meeting to order at 3:03 p.m. and welcomed everyone.
2. **Consent Agenda:** There was a motion by Clossen support by Harris, and unanimous support to approve the consent agenda.
3. **Updates & Discussions:**
 - a. **SWOT goals discussion for the Farmers Market** (below are some opportunities that were suggested)
 - No cap on Bridge/Snap EPB again this year
 - Increased attendance would allow for more vendors
 - Increased visibility efforts
 - Physical signage increased – flags along Chicago Drive – and throughout city
 - Brighter canopies or tents
 - Signage throughout week – not just day of
 - Portable lit signage throughout town – moveable
 - Signage on Service Drive (turn here signs)
 - VW bug.
 - More canopies on School
 - Themes & Activities at markets – Take home activities
 - Are there opportunities to relax one way traffic
 - Bosco’s partnerships – Lunch served at market – Diversity of food each week?
 - Do something similar to the Flavor Passport that our local restaurants did this month
 - Corn shucking station – any other amenities?
 - Have coffee vendor at market
 - Partner with businesses on Harvey
 - Ice cream giveaway for example. Businesses can come (1 per market), but must give away an item for free.
4. The meeting was adjourned at 4:00 p.m.