

8-4-2025 WCCHCP Meeting Minutes

Attendance:

Orrville City Mayor Matt Plybon, Orrville United Way Michele Wilson, Wayne County Health Department Elesa Eaken, Orrville Chamber of Commerce Dan Franks, Wayne County Children's Services Anna Fink, Farmers' Market Master Tori Ramsdell-Perez, and Barbara Lorsen

Elesa opened the meeting with introductions at 9:05 am

Park Updates

Equipment updates: Most of the equipment has been put into place, the City is working on the park as they have time.

Park Grand Reopening has been tabled for now and the Mayor will keep us up-to-date.

Farmers' Market updates

Tori gave updates on the Farmers' Market:

- Currently we have 27 vendors with an average of 8.21 weekly
- We lost 5 vendors
- There are two entertainers scheduled currently – glass blowing and South Main Band
- Current donations are at \$505 with over \$200 outstanding still promised.
- Market concerns:
 - Number of Vendors is sufficient for the number of clients
 - Customers lacking due to lack of awareness
 - There is produce weekly, despite complaints of not having produce.
 - Clients are not buying as much produce
- Suggestions:
 - Shutting down the road to create more attention.
 - Increase market awareness
 - Increase yard signs to an additional 20-50
 - Add more banners that are smaller

Mayor Plybon and Tori discussed road closure and Mayor Plybon will begin working on implementing a closure similar to that from Rock the Rails.

Mayor Plybon suggested encouraging the vendors to share Facebook posts.

Dan stated what more can we do? Opening the group discussion on how to increase visibility.

Dan asked about downtown events and their effects on market turnout. Tori said that the yard sales helped to increase foot traffic but the all class reunion reduced it. She stated the parade was helpful to get the word out and meeting with like-minded people such as from the Wooster Farmers' Market. The Orrville Skilled Nursing grand reopening techniques were discussed and their advertisements.

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Dan questioned the market times and if that was contributing. Elesa shared the other area market times. For this season it was decided to continue as is, but may revisit for next year.

Elesa discussed her intention to conduct a vendor survey toward the end of the season to assist with any potential changes for next year. Dan asked what we can do to assist our vendors this year. Tori restated road closure, sharing of Facebook posts, and shifting to create more awareness. Anna suggested graining attention at the football games. Barbara will work on getting the market announced at football games.

Mayor Plybon is unsure as to when construction across the street will begin and dwhen it does we may have to deviate.

Mayor Plybon asked about Dave Tibits and Tori stated he is scheduled to play at the market.

Elesa proposed a series of event to host at the market to try and increase attendance. All were approved and Elesa and Tori will work on them. The events suggested were as follows,

- Safe Communities Day
- Basket Raffle – Tori suggested to base this off of Facebook participation.
- Kids Day
- Back to School
- City Tour
- Touch a Truck
- Car Show
- Fall Harvest
- Halloween Fun with vendor trick or treat
- A repeat Kids Scavenger Hunt

Mayor Plybon saluted Tori's work on the Facebook page.

Anna asked about advertising at the fair. Elesa states the Health Department booth will have market advertising.

Mayor Plybon discussed trying to get apples at the market as they seem to be a popular item. He also mentioned referring customers to Buehlers for produce that may not presently be at the market.

Elesa will reach out to see about having 20-30 more signs made.

Grant updates:

Elesa discussed that she has been checking on the status of the new grant, but has no information currently.

Meeting was adjourned at 10:50 am.

Next Committee Meeting: September 15, 2025 at the United Way at 9:00 am to 11:00 am