MEMORANDUM

TO: Mayor and Town Council

FROM: Mark E. Biberdorf, Town Manager MEB

COPY TO: Heather Taylor, Assistant Town Manager
Josh Queen, Parks & Recreation Director

DATE: December 31, 2024

SUBJECT: Update on Establishing a Farmers Market in Fletcher

I wanted to provide an update on progress towards establishing a farmers market in Fletcher. When I last updated Council on this initiative I mentioned working with staff from the Cooperative Extension Office and a local nonprofit called the Appalachian Sustainability Agricultural Project (ASAP). Both of these organizations have been very helpful in determining if there is interest and demand for a market here.

In order to further determine if there was sufficient interest in establishing a new farmers market, I developed a survey that was distributed last month to local vendors. We received a decent amount of responses and it appears that there is sufficient interest to continue to pursue this. Respondents to the survey provided plenty of feedback and suggestions.

A next step that was suggested by the Extension Office was to set up a listening session. That has been scheduled for Monday, January 27 at 6:00 p.m. at Town Hall. This will be an opportunity for respondents to the survey and other interested parties to provide additional feedback. The hope is to then determine what would be the optimal day of the week and location to hold a farmers market in Fletcher. We would like to start the new market in May of 2025.

If Council should have any questions on this item prior to the agenda review meeting, please do not hesitate to contact me.

MEB/meb