

**BOROUGH OF GETTYSBURG
TROXELL COUNCIL CHAMBERS
59 EAST HIGH STREET, GETTYSBURG, PA 17325
COUNCIL WORK SESSION MEETING MINUTES
JANUARY 24, 2022**

President Wesley Heyser called the meeting to order at 7:00 PM with the following **Councilors present:** Vice President Matthew Moon, Mr. John Lawver, Mrs. Judith Butterfield, Mr. Christopher Berger and Mr. Chad Carr. Ms. Patricia Lawson was present via telecommunications. **Staff present included:** Mayor Rita Frealing, Borough Manager Charles Gable; Assistant Borough Manager/Secretary Sara Stull; Borough Solicitor Harold Eastman, Barley Snyder; Police Chief Robert Glenney, Parking Manager Rebecca Fissel; Director of Historic & Environmental Preservation Debra English; Planning Director Carly Marshall; Public Works Director Robert Harbaugh and Chad Clabaugh, Borough Engineer, C. S. Davidson, Inc.

Others present included: Jill Sellers, President of Main Street Gettysburg; Reza Djalal, Market Manager for the Adams County Farmers Market Association; Ellen Dayhoff and Rebecca Muller Board members of the Adams County Farmers Market Association; Kathy Gaskin, Healthy Adams County and Board Member of the Adams County Farmers Market Association; Brandi Coghill, Rebel Ridge Farm, 370 Harney Road, Littlestown; Mahlon and Tanya Weikert, Weikert's Egg Farm, 2559 Fairfield Road, Gettysburg; Barry Decker, Chairman and Gail Serfass representing the Gettysburg Joint Veterans Memorial Day Commission and Bill Hewitt, Veteran, 110 Seven Stars Road, Gettysburg. Representing the press was Jim Hale with the *Gettysburg Times*; and filming by *Community Media-ACCTV*.

Announcements

President Heyser announced an executive session of the Borough Council was conducted following the Borough Council's January 10, 2022 regular business meeting consistent with sections 708(a)(1), section 708(a)(4) and section 708(a)(5) of the Sunshine Act for the following purposes: (1) to discuss matters involving the employment, and the terms and conditions of employment, of current or prospective Borough employees; (2) to receive, review and discuss information in connection with issues on which identifiable complaints have been made or are expected to be filed; and (3) to review and discuss matters of Borough business which, if conducted in public, would violate a lawful privilege or could lead to the disclosure of information or matters of confidentiality protected by law.

Public Comment – Restricted to Old Business and New Agenda Items (not tabled items).

Ellen Dayhoff Board Member of the Adams County Farmers Market Association said that she has been involved with the program for 26 years. She was appointed as the site committee chair to research other areas to hold the market when their current space becomes unavailable due to the sale of the property.

Kathy Gaskin, Healthy Adams County and Board Member of the Adams County Farmers Market Association said that they offer food assistance programs such as SNAP/EBT benefits, Farmers Market Nutrition Program for eligible senior citizens, food vouchers etc. She

pointed out that the Gettysburg Hospital funds approximately \$100,0000 for some of the food programs.

Brandi Coghill, Rebel Ridge Farm said that they have been partnering with supporting the farmers market. She noted that their farm also raises honey bees in which they sale honey at the market.

Mahlon and Tanya Weikert, Weikert's Egg Farm said that they support the farmers market and said that many people enjoy coming to Gettysburg to see what they have to offer.

Special Presentation

Adams County Farmers Market

Reza Djalal, Market Manager for the Adams County Farmers Market Association presented a report outlining food assistance data, economic impact and market relocation data (see attached). He noted that the Adams County Farmers Market has been a member of the Farmers Market Coalition since its inception which is a national nonprofit organization dedicated to supporting farmers markets. He asked that Borough Council help to foster the success of the market and make awareness to the citizens for the many food programs that they have to offer.

Councilman Moon asked if they have a potential new site for the market. Mr. Djalal said that the market will be held at the same location for 2022 at the Gettysburg Station. They are still investigating locations for the 2023 season.

Councilman Heyser stressed the importance of keeping it walkable for local residents. Ellen Dayhoff responded that they received lots of suggestions for a new site and noted that they would continue to use the bus transit to transport people to the location as they provide currently.

Old Business

PBS 2020-1 Special Events

Councilman Heyser explained that the goal is to make the costs and routes of the parade more defined for parade organizers and to not burden tax payers. The Borough cannot staff parades for free, and its unfair for the Borough taxpayers to take on all the expenses for these events which bring many spectators and participants from all over the county. He pointed out that the Public Works Crew and the Parking Department are used to help keep costs down by doing parade work during their normal work hours.

Manager Gable explained the fee structure for the proposed three parade routes as follows: medium parade route (Halloween) \$4,954; long parade route A (Memorial Day) \$3,978; and long parade route B (Remembrance Day) \$5,569. The parade organizers would choose which of the three routes they prefer for their event and noted that the fees do not include administrative costs or capital costs for equipment that is intended to reduce staffing needs. Manager Gable pointed out that the fees are the Borough's cost only and does not include any extras that a parade sponsor may want to include such as sound.

Barry Decker representing the Gettysburg Joint Veterans Memorial Day Commission asked Council to provide any break on the parade fees due to the difficulty of securing donations. He noted that last year the parade was well attended and that they want to continue with the annual Memorial Day Parade. Mr. Decker thanked Council for all the work they put into the proposal and hopes that they can partner with them.

Councilman Heyser suggested that they write letters to organizations that may donate for the parade. He said that the parade fees must be the same for all applicants.

Councilman Moon noted that in the 2022 Budget Borough Council approved a \$1,000 donation for the parades. He noted that Council cannot commit future council members to continuing the donations.

Bill Hewitt said that the American Legion and Veterans of Foreign War paid for the parade in past years; but with rising costs, they can no longer afford it. He said that the Memorial Day Parade began 150 years ago and there were no charges for it. Mr. Hewitt expressed his disappointment that Borough Council is charging fees for the parade.

Councilman Carr noted that the administrative fees are waived but the police costs may increase depending on how the contract negotiations go this year. He said that times are different now than many years ago when cement barriers were not needed for safety concerns. He suggested that the Commission reach out to the Gettysburg Area Retail Merchants Association and Main Street Gettysburg for help.

Jill Sellers said that she would be happy to speak with them, and pointed out that Main Street is a nonprofit organization and must reach out to the community for help.

Councilman Heyser said that with no opposition from Council Members staff was instructed to proceed and place motion on the February agenda.

Public Comment (open to items not on the agenda)

There was no public comment at this time.

President Wesley Heyser adjourned the meeting at 8:25 PM.

Respectfully submitted,

Sara L. Stull
Borough Secretary

Adams County

FARMERS MARKET



FOOD ASSISTANCE DATA

92%

of lower income shoppers said they could "eat healthier" thanks to our food assistance programs

250+

WIC-eligible mothers & families served every year

1,200

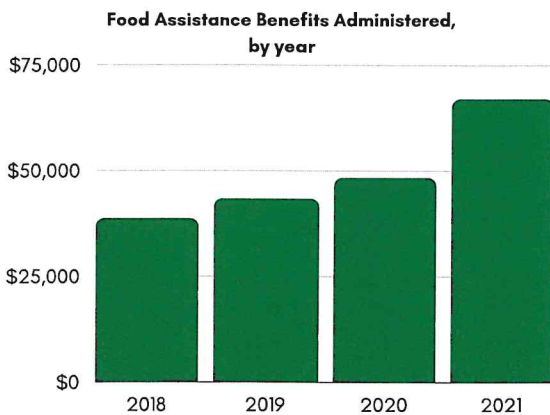
lower income or food insecure residents of Adams County served every year

4

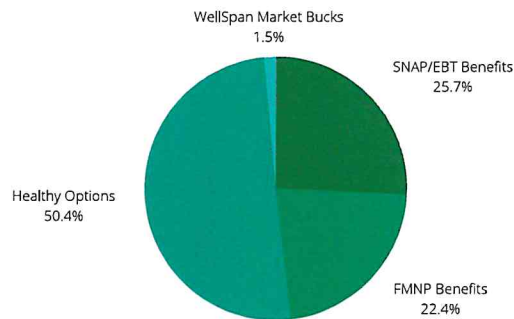
critical food assistance programs administered to qualifying individuals

300+

SFMNP-eligible senior citizens served every year



Breakdown of Food Assistance Program Spending (2021)



"It is a wonderful program. You do a great service to the community."
— *SNAP/EBT Shopper*

"We love it, the [children] look forward to it."
— *WIC Shopper*

"This is really helpful for us to eat healthier and it lets us try new foods."
— *SNAP/EBT Shopper*

ECONOMIC IMPACT

4,100

acres of farmland in the Adams County area are tended by market vendors

834

visitors on average to the market each Saturday in 2021

65%

increase in combined vendor sales since 2020

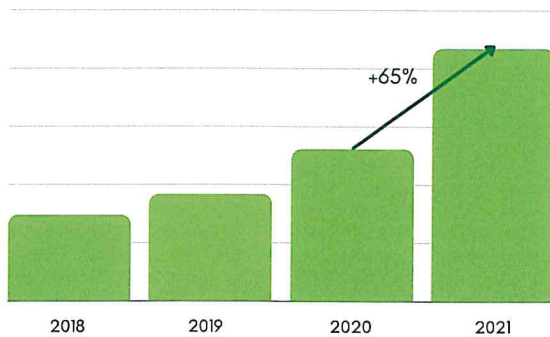
36

small businesses and family farms participated at the market in 2021

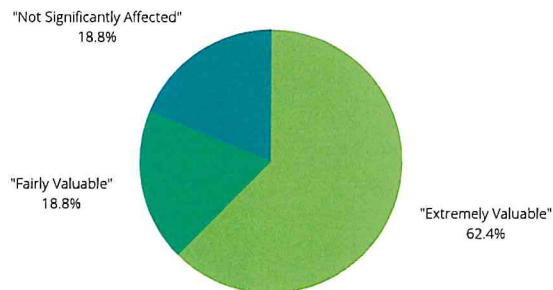
81%

of 2021 vendors said the season "exceeded" or "greatly exceeded" their expectations

Combined Vendor Sales, by year



Value of Food Assistance Programs for Vendors (2021)



"We love the relationships we have gained with regular customers and other vendors. If you have not checked out the market, we invite you to please learn more about their mission, their values, and the great shopping experience they provide!!!"
— Market Vendor

"We had a great time and are excited to participate again next year!"
— Market Vendor

"You guys are great to work with, this is one of my favorite venues! Thank you for having us. We can't wait for next season to start!"
— Market Vendor

MARKET RELOCATION DATA

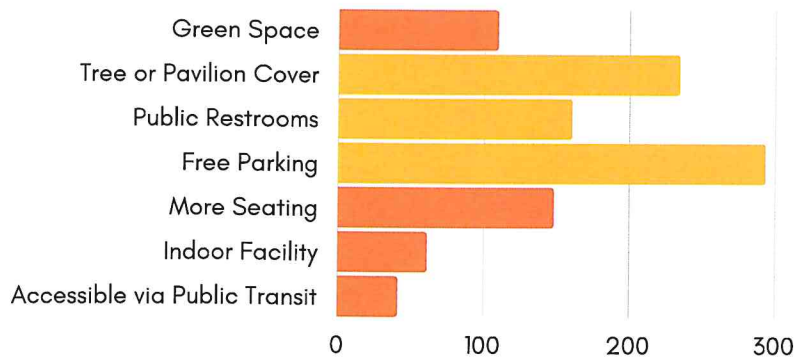
Top 3 "Likes" of Current Site

1. **FREE PARKING** (29.5%)
2. **DOWNTOWN** (23%)
3. **CONVINIENT** (15.3%)

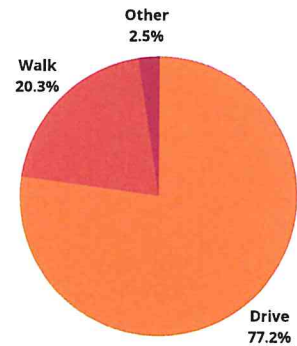
Top 3 "Dislikes" of Current Site

1. **PARKING ISSUES** (33.8%)
2. **NOT ENOUGH SHADE** (18.1%)
3. **SMALL/CROWDED** (16.7%)

What Customers Want in a Future Market Site



Customers Who Walk vs. Drive



Adams County

FARMERS MARKET

