

Broad Street Market Alliance Board of Directors Meeting Minutes
April 9, 2025 5:30pm - 7:00pm

1. CALL TO ORDER - The meeting was called to order at 5:30 PM and was presided over by Broad Street Market Alliance Board Chairperson, Eric Hagerty.
2. ROLL CALL

	Board Member	Present	Absent
1	Armstrong, Theo	x	
2	Bonner, Naydia		
3	Bowers, Danielle		
4	Choi, Richard	x	
5	Davis, Bryan	x	
6	Hagerty, Eric	x	
7	Hawbaker, Venus	x	
8	James, Tashia	x	
9	Lichtenstein, Gavin		x
10	Majors, Westburn		x
11	Seiders, Joel	x	
12	Tep, Tito	x	
13	Williams, Brandon	x	
14	Witwer, Hannah	x	
15	Vacant (City Appointed)		
	Total	10	0

Others in attendance: Ashlynn Buie, Interim Market Manager

At the start of the meeting, 10 of the 14 seated board members were present. Bylaws require that a majority (eight) of the current members be present for a quorum; therefore, a voting quorum was established.

3. APPROVAL OF MINUTES - The board reviewed February and March meeting minutes, Joel shared that he misspoke last month about the Brick building update. The

completion date is April/May of 2026 not 2027. Brandon motioned to accept the amended minutes for February and March, Tashia seconded. The board approved the amended minutes for February and March.

4. MANAGEMENT REPORTS

- **GENERAL UPDATES** - maintenance contract with McClure has started and work has started to take place on required items in both buildings.
- **BRICK BUILDING** - No updates
- **STONE BUILDING** - No updates
- **THE TENT** - trying to figure out a comfortable temperature in the tent as the weather is fluctuating. The flooring is currently being duct taped and will need to be replaced soon, the question is the material needed (same or upgraded). We are in a position to pay for upgraded flooring, Ashlynn will get a quote from Touch of Color. Porta Potty service outside of the tent will be restored now that the weather is getting nicer.

5. COMMITTEE REPORTS

- **FACILITIES** - nothing to report
- **FINANCE** - continue to make great financial progress, little under 400K in the bank (\$80K is legitimately the market's money and not part of the state grant). On track to exceed estimates. Brought in almost \$20K over anticipated and spent \$20K less than anticipated, \$40K swing in a positive direction.

Concern with one vendor, Bortek, supplier for toilet paper/pens/various needs. The purchasing process is on an ad-hoc basis instead of organized monthly bulk purchases. The vendor has struggled to get us on a monthly statement plan vs. sending individual invoices. This will be an opportunity for the new market manager on whether we need to identify a new supplier.

- **FRIENDS OF THE MARKET** - 3rd in the Burg next week with live music and celebration of national poetry month. Working with a community member to get live music scheduled for the courtyard on Saturday mornings. Community Engagement survey in the works hoping to identify who our customers are, where they're coming from, why they're coming, and what the market means to them.

Tashia suggested using jotform, Eric let us know about Wix's ability to take surveys. Venus suggested also doing paper versions of the survey.

- **GOVERNANCE** - nothing to report, did not meet this month because of Market Manager search.
- **MARKETING & COMMUNICATIONS** - 47K views on Instagram in March and April so far, spring content is ongoing, delay in rolling out the ads for Instagram.

- **NOMINATING** - between last meeting and now solicited interest from vendors to put names into the hat for vendor representatives on the board. Received one new application and several previous applications from community members who had applied. The committee is reviewing skill sets required for the board that we will need.

It is up to the vendors to elect the two specified vendor representatives (Tito and Richard), Theo is the at-large. We have four vacancies to fill, plus members who are coming up on their terms.

- **VENDOR REVIEW** - great meeting today with lots of vendor attendance, interested in meeting new Market Manager candidate. Discussed the tent and stone building, the only issue that came up was the leak over Ougi's stand that hasn't been fixed. The heating system's condensation drips white sulfite onto her equipment. It's probably an insulation issue, which we will add to McClure's task list.

The market has been really busy, people are waiting for the bathrooms. The men's bathroom door is broken. The front door is not clicking or closing correctly, remaining open (hardware needs to be replaced on the doors). Tashia shared about Midtown Property Management's portal to submit maintenance tickets, Tito recommended that these tickets need to be submitted by the Market Manager as general market maintenance needs.

Small incident in the tent on Saturday, police and ambulance were called, but all was resolved.

6. PUBLIC COMMENT

- Susanne Ebersol with Lil's - had an issue with the door and shared that the MPM portal is hard to work with because of all the details needed. Feels it's easier to go to the manager and report instead of submitting a ticket.
- David Morrision of HHA - attended the Architectural Review Board (HARB) preliminary presentation at City Hall on the Brick Building, the official presentation will be at the May 5th meeting. There is not anything that HHA will have a problem with.

7. OLD BUSINESS

- Fundraising Development Proposals - will be worked on between now and next board meeting, will meet with the new Market Manager, and combine with nominating committee meetings. If board members are interested in the nominating committee, please contact Bryan Davis.

8. RESOLUTIONS

- **2025-04-01: Authorization to Hire New Market Manager** - In December the board authorized a search for Market Manager, we had a 30 day application period and received dozens of applications. All were interviewed, independently scored by members of the selection committee. The committee is recommending

Cherri Parks-Taylor as the Market Manager. We recommend that the board approve an offer letter to Cherri for \$70K per year.

Cherri thanked the board and shared that she attended the vendor meeting earlier today. Cherri moved to Harrisburg in 2019 from New York, looking for change, lower cost of living, and has had an amazing experience in Harrisburg over the last 5 years. Looking at Harrisburg and the Market from tourist eyes even though been here for 5 years, two of which were Covid years, new experiences that she is proud to show off to friends and family who visit. Her background is in hospitality, hotels and operations. Recently working with PA Chamber of Business, has a lot of related experiences to the Market and is looking forward to attacking issues. Cherri is an open book, plans to be very visible and approachable. She is available to help with fundraising, social media, or whatever the BSMA or vendors need.

Eric shared that Cherri is an exceptionally qualified candidate and is very excited for her to bring the market to new levels.

Eric entertained a motion to authorize the hiring of a new Market Manager, Bryan motioned, Tashia seconded.

Brandon commented that he was impressed with many of the candidates, Cherri just blew us away with her personality and qualifications.

The board approved to authorize Cherri Parks-Taylor as the new Market Manager to start April 23rd, 2025.

9. NEW BUSINESS - No new business

10. OPEN DISCUSSION - No open discussion

11. NEXT STEPS/ACTION ITEMS - The next board meeting will be held at HHA on May 14th.

12. ADJOURNMENT - Venus motioned to adjourn, Tashia seconded. The meeting adjourned at 6:34pm.

MINUTES OF THIS MEETING WERE:

- Recorded and prepared by: Hannah Witwer, BSMA Secretary
- Approved by the BSMA Board of Directors on: _____
- Certified by the BSMA Board Chairperson, as indicated below:

Signed: _____ Date: _____
Eric Hagerty, Board Chairperson