

**Oak Park Farmers' Market Commission**  
**Meeting Minutes**  
**September 18, 2013**

**Present:** Chairperson: Jennifer Lowe; Commissioners: Warren Bakker, Rebekah Braslow, Molly McDonough-Carson, Bob Melican, Nancy Fjortoft; Market Manager: Jessica Rinks; Farmers' Market Staff Liaison: Mike Charley

**Excused:** Commissioners: Aly Schoenfeldt, Ashley Hopkins, Farmers' Liaison: Jim Vitalo; Staff Liaison Village Trustee: Ray Johnson; Church Liaison: Jeff Petertil

1. **Call to Order @ 7:12 PM**
2. **Non-Agenda Public Comment - None**
3. **Approval of July 2013 Minutes** – Minutes from July 2013 meeting unanimously approved by Commission with no updates or amendments recommended from draft minutes
4. **Church Liaison** – Jeff Petertil- Not in attendance
  - a. Jeff Petertil's email regarding waste not being picked up: Jeff Petertil's email regarding trash not being picked up after the market was discussed. Mike Charley stated that he forwarded Jeff's email to Karen Rozmus, the Village's Waste and Recycling Coordinator at Public Works. Mike Charley stated that Karen Rozmus will contact Jeff Petertil directly to answer his questions regarding the waste not being picked up. Jessica Rinks and Mike Charley are aware that this is an issue and have communicated each instance of the trash not being picked up to Karen Rozmus.
5. **Budget & Staff Report – Mike Charley and Jessica Rinks**
  - a. Documentation of merchandise sales – Jessica Rinks stressed the importance of documenting all merchandise sales on the merchandise sales sheet. The reconciliation of merchandise sales is off almost weekly which is very alarming. Mike Charley recommended that a laminated piece of paper reminding volunteers and staff to enter the cash transactions be left in the cash box over the cash. It was agreed that this may help encouraged documentation of sales. Jessica Rinks will create a reminder and place it into the cash box.
  - b. Scheduling of Volunteers: Jessica Rinks stated that volunteers are either not showing up for their scheduled shifts at the Market on Saturdays or showing up at the wrong times. Warren Baker recommended that Jennifer Lowe send a weekly email several days prior to the market reminding volunteers what shift they are scheduled to work.
  - c. Commissioner Contact List: Mike Charley stated that he will ask the Clerk's Office for an updated commissioner contact list for the Farmers' Market Commission. Mike will distribute this list to the commissioners for review via email after he receives it.
6. **Vendors Liaison – Jim Vitalo**
  - a. Law Department Review of Contests: Molly McDonough-Carson questioned whether having a contest is something the Village Law Department should review prior to the contest taking place. Based on her experience at her work, her Legal Department recommended that the Law Department should be briefed prior to starting the contest. Mike Charley stated he would consult with the Village Law Department to

inquire whether they want to consult on contests like the salsa contest prior to the contest.

## **7. New Business**

- a. Advertise credit card processing at booth more? Warren Baker stated that customers often approach the information booth and ask where the nearest cash station is. Warren stated that the customers are unaware that the Village processes credit, debit and Link cards for the vendors. Jessica Rinks stated that the staff currently stays extremely busy with the wireless processing device and she would recommend against an advertising campaign at this point. The conclusion was there would be no additional
- b. Does wireless processing at the information booth increase vendor sales? Molly McDonough-Carson asked whether processing credit/debit cards at the information booth increases vendor sales. Jennifer Lowe recommended adding this to the end-of-year vendor survey.
- c. Unflattering booth set-up around laptop computer: Bob Melican suggested in lieu of using a flag and cardboard boxes to block the sun from the laptop that a more professional sun blocking case be purchased. Something aesthetically pleasing and durable. Jessica Rinks stated that she is open to ideas to improve the aesthetics and will research alternatives.

## **8. Old Business**

- a. Corn Roast update: Warren Baker stated that the corn roast went well and that the corn roast ran out of corn. Warren Baker stated "the Farm" donates most of the corn. He inquired whether the Village should pay the Farm for their corn. Bob Melican recommended sending The Farm a thank you letter in lieu of paying The Farm. Mike Charley recommended creating a sign to place on an easel recognizing which farmers' donated the corn. The group agreed this would be a great idea and Jessica Rinks will work on this moving forward.
- b. Vendor of the Week: Molly McDonough-Carson has been emailing the vendors regarding vendor of the week and none of the vendors reply to her email. Molly McDonough-Carson stated that the vendor information is great for Facebook and for advertising the Farmers' Market, but she is unsure as to whether she will continue to email the vendors weekly. Jessica Rinks stated that on Saturday mornings staff visit the Vendor of the Week to gather some of their product and all vendors have been cooperative with this.

**9. Next meeting date – October 9, 2013 – Room 101**

**10. Adjourned @ 8:07 pm**