



FARMERS' MARKET COMMISSION  
Meeting Minutes  
October 10, 2018  
7:00PM  
Village Hall – Room 101

Present: Laura Lencioni (Chair), Julia Knier, Dominic Cianciolo, Dina Ross; Market Manager: Colleen McNichols; Staff Liaison: Mike Charley; Guest: Erik Jacobsen

Excused: Commission: Jennifer Purrenhage, James Robinson-Parran; Summer Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil; CIC Liaison: Frank Pond,

- 1) Call to Order @ 7:06 pm
- 2) Agenda Approval: Approved, first by Ross, second by Cianciolo
- 3) Public Comment: None
- 4) Approval of Minutes – August 8, 2018: Approved, first by Cianciolo, second by Knier
- 5) Erik Jacobsen – VOP Communications @ Market: Erik provided an overview of how the Village's Communication Division can assist the Farmers' Market in marketing the market through the Village's various uses of social media, website and the Oak Park FYI newsletter. Erik encouraged the commission and staff to send information to Communications that they can share with the public. Erik asked how can the Communications Department help promote the market? Knier asked about using Instagram. Erik responded that Instagram is used as a communication tool for the Farmers' Market once/month. Knier recommended the Village consider using Snapchat or Instagram more often to attract the younger generation, since these are the platforms that they are using. Ross asked about hiring a social media intern, a college student, they manage farmers' market Instagram postings throughout the week. Cianciolo recommended that during the off season that Instagram posts continue, despite the market being closed.

Erik asked that the Farmers' Market Commission determine what the goals are in regards to marketing the market and to share those goals and objectives with Communications. Lencioni asked if analytics are captured for different social media. Erik responded yes and he can see what he can share.

Charley asked if Communications can provide a summary of how they have helped the Farmers' Market in 2018 using the different forms of communications. This will help the commission better understand the current outreach. The Commission can then use all this information to come up with a communications plan for 2019 that can be shared with Communications and vetted by the Commission.

- 6) Church Liaison Report (Jeff Petertil): No report
- 7) Vendor Liaison Report (Jim Vitalo): No report
- 8) Chair Report (Laura Lencioni):
  - a) Ideas for recruiting new commissioners: commissioners to hand out recruitment pamphlets to friends, neighbors. Share with other not-for-profit organizations.
- 9) Farmers' Market Liaison Report (Mike Charley): None
  
- 10) Farmers' Market Manager Report (Colleen McNichols): McNichols communicated that the kids activities went very well this year, especially the music vendors. McNichols provided some information on past corn roast sales data.
  
- 11) Committee/Project Reports
  
- 12) Old Business
  - a) Pie Bake-Off: Lencioni communicated that the event was a success, despite some rain. This year there was a live Facebook stream of the event through Trustee Deno Andrew's Facebook page. Trustee Andrew was the MC for the event. Commissioners recommended that the Facebook streaming should be done through the Farmers' Market Facebook page. Ross recommended that there be fewer pies in 2019 and that the Village may want to consider charging pie bake participants. There didn't appear to be much support from other commissioners to charge a fee to participate. Lencioni mentioned that the owner of the Happy Apple Pie shop asked to be a judge in 2019 and her son also asked to be a judge next year.
  - b) Stone Soup: Cianciolo communicated that approximately 8 volunteers/people helped with Stone Soup in 2018. Carnivore is preparing the soup again. Ingredients will be collected the week prior to the event date. Lencioni will chair the Stone Soup event.
  
- 13) New Business
  - a) Knier asked about garbage/compost/recycling signage. McNichols communicated that weather-dependent she will set-up signage.
  - b) Knier asked if the vendors can provide an estimate of how many single-use plastic bags that they bring to the market. McNichols to survey vendors on if they use more or less bags since the "Bring your own Bag" campaign was launched this year.
  
- 14) Adjourn @ 8:30 pm, first by Cianciolo, second by Ross

Next Meeting Wednesday, October 10, 2018, 7-9 pm, Room 101, Village Hall