

FARMERS' MARKET COMMISSION  
Meeting Minutes  
January 8, 2020  
7:00PM  
Village Hall – Room 101

Present: Laura Lencioni (Chair), Myndi Devore, Rachel Hahs, Julia Knier, Jill Stewart, Liz Stolfa, Katie Weaver; Staff Liaison: Mike Charley

Excused: Commission: Dominic Cianciolo, James-Robinson-Parran, Jennifer Purrenhage, Dina Ross; CIC Liaison: Frank Pond; Church Liaison: Jeff Petertil; Vendor Liaison: Frank Damiano; Market Manager: N/A - Seasonal

- 1) Call to Order @ 7:02 pm
- 2) Agenda Approval: Approved, first by Stolfa, Second by Stewart
- 3) Public Comment: No public comment
- 4) Approval of Minutes: November 13, 2019: Approved with changes, first by Stewart, second by Weaver
- 5) Church Liaison Report (Jeff Petertil): No report
- 6) Vendor Liaison Report (Frank Damiano): No report
- 7) Chair Report (Laura Lencioni)
  - a) Julia Knier & Colleen McNichols were awarded a Village "Green Award" for sustainability the efforts with zero waste and plastic bag programs at the Farmers' Market.
- 8) Farmers' Market Liaison Report (Mike Charley)
  - a) Mike Charley provided that the Farmers' Market staff are part-time seasonal and no staff are currently working during the off-season. The goal is to have the Market Manager back in the position effective February 1, 2020. The Farmers' Market Assistants will start mid-May.
  - b) Charley communicated that he will email out the vendor survey results and the survey can be reviewed at the next commission meeting.
  - c) Charley handed out the 2020 Farmers' Market Budget for the commissioners' reference.
- 9) Farmers' Market Manager Report (Mike Charley)

- a) Charley communicated that the goal is to have the Vendor application, bake sale application & food demo applications shared with vendors and posted to the Village website on/around mid-February.

#### 10) Committee/Project Reports

- a) Special Event Dates, Commissioner Chair Committee  
Assignments/Responsibilities:
  - i) Lencioni asked that commissioners review all the applicable events that are offered at the Farmers' Market and be prepared to offer help and/or take responsibilities over the different events. Knier communicated that she will take the lead with Go Green. Other events include Corn Roast, Heritage Apple Festival event, Pie Bake Contest, Stone Soup and the kids' events.
  - ii) Hahs asked who she should contact to regarding writing a vendor blog. It was recommended that she speak to Colleen McNichols to get her recommendation.
  - iii) Stewart communicated that she plans on working with the original creator of the Oak Park Farmers' Market logo to write a story on the creation of the logo.

#### 11) Old Business

#### 12) New Business

- a) 45<sup>th</sup> Season of Market: Lencioni is recommending a logo contest for the 45<sup>th</sup> season. There was discussion on what would be required logistically for a logo contest. Lencioni will draft something and email it to Charley, so he can share with Communications.
- b) Lencioni communicated that the Village's Youtube video on the history of the market is missing the last 15 years of the market. Can the video be updated? Charley and/or the Market Manager can follow-up with Communications.
- c) Knier communicated that residents/customers have posted responses on Facebook untruths regarding the market. Knier wanted to discuss ways to respond to the untruths. Stewart communicated that staff and the commission can use Village social media to share repetitious reinforcing tidbits of information on the market to communicate specific messaging to residents/customers. Charley communicated that the commission can work with staff to generate the tidbits of information to share with Communications. Communications can then triage the communications and share with the public via the Village's communication tools. Knier recommended that the Village start early promoting the market as early as February. DeVore recommended that the special event dates be posted on the Village's website soon. Stewart communicated that she will draft a one-page communications plan for the commission.

#### 13) Adjourn at 8:02 pm, first by Hahs, second by Stewart

Next Meeting Wednesday, February 12, 2020 7-9 pm, Room 101, Village Hall