

FARMERS' MARKET COMMISSION
Meeting Minutes
February 12, 2020
7:00PM
Village Hall – Room 101

Present: Julia Knier (chair), Dominic Cianciolo, James-Robinson-Parran, Jennifer Purrenhage, Dina Ross, Jill Stewart, Liz Stolfa, Katie Weaver; Staff Liaison: Mike Charley; Market Manager: Colleen McNichols

Excused: Commission: Laura Lencioni (Chair), Myndi Devore, Rachel Hahs, CIC Liaison: Frank Pond; Church Liaison: Jeff Petertil; Vendor Liaison: Frank Damiano;

- 1) Call to Order @ 7:03 pm
- 2) Agenda Approval: Agenda approved; first by Ross, second by Weaver
- 3) Public Comment: None
- 4) Approval of Minutes: January 8, 2020: Approved as amended; first by Stewart, second by Stolfa
- 5) Church Liaison Report (Jeff Petertil): No report
- 6) Vendor Liaison Report (Frank Damiano): No report
- 7) Chair Report (Laura Lencioni): No report
- 8) Farmers' Market Liaison Report (Colleen McNichols)
 - a) 2019 Vendor Survey Results/Review: The vendor survey was presented and reviewed. It was recommended by Ross to survey vendors prior to the 2020 season on what would be their preferred market hours of operation. It was recommended that the 2019 vendor survey be shared with the vendors.
 - b) Children's Activities: The goal is to have a children's activity weekly in 2020.
 - c) Vendor Updates: McNichols communicated that there are a few empty vendor spaces. She is actively looking for new vendors that do not duplicate the existing returning vendors and provide for more variety in products sold.
 - d) The Village sponsored "Earthfest" event is scheduled for April 18, 2020, 10 am – 2 pm. Colleen will fill out the Earthfest application to participate. Commissioners will be asked to participate in the event. The plan is to raffle off a basket of farmers' market items that have been donated by vendors. Purrenhage will help gather items for the basket.
 - e) Prepared foods at market: Colleen introduced the idea of allowing vendors to prepare ready-to-eat foods on-site for customers. Charley provided some things to consider if allowing foods to be prepared on-site. In general, the commission was favorable to allowing more prepared foods. This item will be tabled until next meeting, since Chair Laura Lencioni is absent from this meeting.

- f) Roadwork planned for Lake St.: Colleen to meet with Village Engineering staff next week to discuss how the roadwork may impact the market. More information to follow.
- g) Vendor of the week blog: Colleen communicated that there will be a weekly vendor of the week. Commissioners will be the primary interviewers of the vendors. Ross recommended that there be some sort of the sign posted at the weekly vendors booth to market them as being vendors of the week.

9) Farmers' Market Manager Report (Mike Charley): No updates

10) Committee/Project Reports

- a) Special Event Dates, Commissioner Chair Committee Assignments/Responsibilities:
 - i) Social Media Push: Jill Stewart presented a document she created titled "Oak Park Farmers Market Commission Communications Committee – Social Media Push, Summer 2020". Robinson-Parran communicated that he has heard that there may be a consolidated effort amongst Village taxing bodies to create a shared calendar. Robinson-Parran will follow-up with a contact he has at the library regarding this and provide more information later.
 - ii) Children's Events: Ross communicated that she is in touch with the various kid's day organizations. More information to follow.
 - iii) Sustainability Committee: Knier communicated that she has heard from the different "green" organizations and has received some positive response so far.
 - iv) Volunteer Committee: Purrenhage communicated that the new paid Sign-up Genius service has certain benefits including: Tabbed sign-ups on one screen, links can be added to volunteer emails, it allows people to opt in to text reminder. Purrenhage will be testing the text message capabilities, she will be testing on the commissioners, so commissioners should expect texts soon. Purrenhage communicated that approximately 20% of the volunteers pool actually volunteer (most are commissioners).

11) Old Business

- a) 45th Season of Market
 - i) Logo: McNichols communicated that she will reach out to local graphic designers to determine if one will create a new farmers' market logo for free and/or within the constraints of the Village's Farmers' Market budget. James motioned, second Dina. Unanimously approved.

12) New Business: None

13) Adjourn @ 8:35 pm, first by Purrenhage, second by Robinson-Parran

Next Meeting Wednesday, March 11, 2020 7-9 pm, Room 101, Village Hall