

FARMERS' MARKET COMMISSION

DRAFT Meeting Minutes

July 14, 2021

7:00 PM

Conducted Remotely

Commission Present: Chair Rachel Hahs, Dina Ross, Jill Stewart, Myndi Devore, Julia Knier, Dominic Cianciolo, Katie Weaver, Liz Stolfa

Village Trustee Liaison Present: Arti Walker-Peddakotla

Director Development Customer Services Present: Tammie Grossman

Staff Liaison Present: Cameron Davis.

Farmers' Market Manager Present: Kimball Ingram

Others Present: Church Liaison Jeff Petertil and Mr. Frank Pond

- 1) **Call to Order:** The meeting was called to order by Chairperson Hahs at 7:02 pm.
- 2) **Agenda Approval:** A motion to accept the agenda, as presented, was made, seconded and approved.
- 3) **Public Comment:** Staff Liaison Davis stated that no public comment had been submitted, per the directions provided on the agenda document.
- 4) **Approval of Minutes:** A motion was made and seconded to approve the June 9<sup>th</sup> meeting minutes with grammatical corrections. The motion was approved.
- 5) **Chair Report (Rachel Hahs)** - Chair Hahs shared that she has been a Commissioner since 2019 and is excited to be part of a Commission that works toward supporting people who take care of our land. During the 2020 market, she stated that her focus was on the pilot aggregation program that she ran weekly, in conjunction with Robin Schirmer. This year she is happy to see the Market return to its traditional location. She stated that she hopes to work with staff to add additional vendors, filling vacant spaces and attracting additional customers. She mentioned that she appreciates the Commissioners and their contributions and wants them to feel free to reach out to her with ideas or questions.
- 6) **Staff Liaison (Cameron Davis)**- Davis mentioned that he volunteered at the Market this past Saturday (7.10) and received many positive comments from vendors on this year's operation. He extended his appreciation of Commissioner DeVore's work with volunteers. He reported that as of July 10<sup>th</sup>, 26 individuals have volunteered and that number is steadily growing. Chair Hahs suggested that going forward volunteer reporting is left to Commissioner DeVore. Upon receiving the list of volunteer workers from Commissioner DeVore, staff will update the

spreadsheet and e-mail it out to Commission members. Commissioner Devore stated that she will continue to send the Sign-Up Genius volunteer report to Kathy Jacob for update.

Davis reported that Dr. Chapple-MacGruder, the Village's new Health Director, will be at the Market information booth next Saturday to introduce herself to the community and distribute vaccine information. Davis mentioned that since the Market will transition back to the Health Department next year, he thought it would be nice if any Commissioners who attend the market next week stop by and introduce yourself to the Health Director.

Davis updated the Commission on the status of the FY21 Farmers' Market budget. His plan is to provide a budget update to the Commission on a monthly basis.

Davis answered various budget questions.

Chairperson Hahs asked Davis to place an item on the agenda next month regarding recommending to that additional hours be budgeted for the Market manager in FY22. Trustee Walker-Peddakotla advised that it should be discussed at the August Commission meeting giving the Commission enough time to make the necessary budget recommendation. Davis will work with Chairperson Hahs to provide her with requested budget information and make sure an item is included on the next Commission agenda.

7) **Farmers' Market Staff Liaison Report (Kimball Ingram, Farmers' Market Manager)-**

Ingram reported that overall attendance numbers are very good although it is impossible to get a detailed accurate count due to the number of entry point to the Market. Based on positive vendor feedback, they are happy with existing attendance. By 11:00 to 11:30am, smaller vendors are usually out of product. The Farm is back at the Market utilizing their full reserved space and is selling out of product.

Ingram reported that the most often asked questions are as follows; 1.) Is there a flower vendor; and 2.) Will there be additional organic produce vendors?

Commissioner Cianciolo stated that an accurate account of people attending the market several years ago by Cindy and Phil Novak and encourage the manager to contact them about how they estimated attendance based on counts. Commissioner Stewart stated that she conducted a count of attendees in 2019 but that it was very time consuming, labor intensive and difficult, plus, she stated that it was only done once that year. Manager Ingram said he has had several conversations with vendors about attendance and that they are reporting increased sales, which is the ultimate good measure. Commissioner Knier asked if vendors are holding product, if they have more product than they

are putting out for sale? Manager Ingram answered no. For the most part, he reported that vendors are selling what they have available.

Davis also added that he has had numerous conversations with vendors and they report having increased sales at all of the markets they attend.

Commissioner Cianciolo questioned what are the increased sales compared to since after the 2020 market all sales would be increased.

Davis repeated that the sales feedback that both he and Market Manager Ingram are receiving from vendors is very positive.

Commissioner Knier asked Manager Ingram what he is doing to attract additional vendors. Ingram has reached out to numerous vendors from the 2019 list and is also answering regular inquiries that come to the Village. Chair Hahs asked for the Market manager to again check on Ted's Greenhouse as a potential vendor.

Commissioner Knier asked if Kimball has all the Farmers' Market files.

Davis informed the Commission that all of the boxed files that the previous Market Manager turned in to the Village were stored at Village Hall and provided to Manager Ingram. Manager Ingram stated that in reviewing the files that were left, he has discovered limited notes after 2016. Most importantly, there are limited specific directions on how to run Market events. As an example, the application for bake sales have not been reviewed for several years. Chair Hahs stated that Commissioners will work with him for special events. Commissioner Cianciolo will work with Manager Ingram regarding the Corn Roast and agreed to meet soon. Manager Ingram has spoken to Smits, Geneva Lakes and the date has been set for August 14<sup>th</sup>. He has reached out to Nancy and she will help out on the 14<sup>th</sup> and be there all day to volunteer.

Manager Ingram shared the upcoming Market calendar as posted on the Friends of the Farmers' Market page. Going forward, the Market Manager mentioned needing additional information on the Stone Soup event.

Commissioner Cianciolo mentioned a willingness to help with this event.

Commissioner Ross stated that the children events will start up again and plans are being finalized. Commissioner Ross will work with Chair Hahs on the Pie Contest.

Manager Ingram reported continuing to make vendor site visits and is filling out an inspection report that will be added to the digital files for use by the next Market Manager. Manager Ingram reported working with La Provence Bakery to utilize filling from Stover for their products. Had the same conversation with Katie Bread regarding fillings. He is also looking ahead to next year, to line up additional vendors for next year.

Commissioner Cianciolo stated that that was a good resolution to that issue.

8) **Church Liaison Report (Jeff Petertil)-The** church is no longer selling donuts at a vendor location in the Market. They have moved back to their traditional space with some modifications. Petertil reported that sales are good.

9) **Vendor Liaison Report (Frank Damiano)** - Not present.

10) **Committee/Project Reports**

a) **Volunteers:** Commissioner Devore reported that there are a good number of volunteers. She adjusted shifts per Manager Ingram's request. She will start working on getting volunteers for the Corn Roast.

b) **Communications:** Commissioner Stewart has taken all the information that vendors supplied to us from the survey last year, transcribed it and sent to Chair Hahs. Chairperson Hahs shared information on Chanticleer last week on social media. She encourages the commissioners to help highlight what the vendors are doing and what products that they bring to the market.

c) **Sustainability:** Commissioner Knier reported on the plastic free July event that will continue for several Saturdays. Chairperson Hahs thought it would be a good idea to share on social media.

11) **Old Business:** None

12) **New Business:** Davis shared that it looks like the August meeting, August 11, at 7:00 p.m., may be held in person at Village Hall. Please pay attention to the e-mail that comes out with the agenda prior to the meeting. Commissioner Knier, vendors had told her that they would like to start selling prepared food. Manager Ingram will be meeting with Dr. Chapple to discuss prepared food at the Market.

13) **Adjourn:** A motion was made, seconded and approved, to adjourn the meeting at 8:00 p.m.

Next Meeting: August 11, 2021