

FARMERS' MARKET COMMISSION
Meeting Minutes
November 11, 2020
7:00PM
Conducted Remotely

Commission Present: Laura Lencioni (Chair), Myndi Devore, Julia Knier, Dina Ross, Jill Stewart, Liz Stolfa, Katie Weaver. Commissioner Hahs joined the meeting in progress.

Staff Liaison Present: Cameron Davis.

Staff Present: Colleen McNichols and Mindy Agnew.

Others Present: Church Liaison Jeff Petertil.

- 1) Call to Order: The meeting was called to order by Chairperson Lencioni at 7:06 pm.
- 2) Agenda Approval: A motion, to accept the agenda as presented, was made, seconded and approved.
- 3) Public Comment: Chairperson Lencioni asked Staff Liaison Davis if any written public comment had been submitted. Davis stated that no public comment had been submitted, per the directions provided on the agenda document.
- 4) Approval of Minutes: Motions were made, seconded and approved for minutes from both October 14, 2020 and June 10, 2020. The changes pointed out at the meeting will be made by Staff Liaison Davis.
- 5) Chair Report (Laura Lencioni) – The end of year market summary will be covered by others during the meeting. Lencioni stated that after all the challenges this year, the Commission did an amazing job with the 2020 Market. Lencioni offered up a round of applause to all Commissioners for the success of the 2020 market as the results were beyond her expectations. Lencioni reported that the new aggregation program was outstanding and opened up a new opportunity for both Market customers and vendors. Chair Lencioni made a personal comment regarding aggregation as it was helpful to her and her family as it was the only way they were able to participate in the Market this year. Commissioner Hahs was not in attendance so the Commission will discuss going forward with aggregation at future meetings.

A thank you letter was sent to Village staff in appreciation of their hard work as the success of the 2020 Market couldn't have been achieved without their work. Lencioni commented that the Village's support for the market, over the years, has been key to its ongoing success. Thanks for a great season.

- 6) Farmers' Market Staff Liaison Report (Cameron Davis, Asst. Director, Development Customer Services Department) – Davis highlighted information in the memo he distributed to the Commission dated November 6, 2020. The walking market and aggregation operation together had a combined total of 62,490 customers. Aggregation had \$128,000 in sales and 2,030 customers. Commissioner Knier asked if they will need the aggregation operation next year. Davis didn't know if they would but stated that preparations should be made with the assumption that the new program will continue. He said that he is sure that aggregation will be a topic of discussion for the Commission at their January or February meeting.

Church Liaison Jeff Petertil questioned how the aggregation operation counted customer numbers in regard to repeat customers. He felt that we should separate out repeat customers. Farmers' Market Manager McNichols said that "What's Good" can give a break down of customers including repeat customers. Commissioner DeVore stated that if they proceeded with aggregation in 2021 they need to lift the burden from Rachel and Robin. She asked if either one of them would be willing to be part of the project next year? Farmers' Market Manager McNichols shared that Rachel is busy preparing how aggregation could continue next year. Chair Lencioni felt that more volunteers need to be recruited to ease the burden of managing the aggregation program. She suggested setting up another recruiting campaign for volunteers

David introduced staff member Mindy Agnew. Agnew thanked the Village staff and all of this year's volunteers. She stated that the success of the Market wouldn't have been possible without volunteers and Village staff.

Staff Liaison Davis stated that Village staff appreciated Chair Lencioni's thank-you letter. Village Manager and Director Grossman also sent a thank-you letter to staff.

Commissioner Knier questioned Davis about his suggestion on page two of his November memorandum regarding potentially shortening the beginning and/or end of the Market season. She wondered what was the thought behind the suggestion. Davis stated he was not yet proposed or been asked to propose any changes for the Village to consider. He stated that he believes Village Manager Pavlicek will be checking with staff on what their thoughts are in terms of future market operations, assuming continued COVID-19 concerns and challenges. Davis stated that he thinks staff should regularly look at market operations and offer suggestions where they believe potential operational improvements can be made for the future. Chair Lencioni felt that any shortening of the Market season would not go over well with the vendors. Commissioner Knier shared that losing vendors makes the market vulnerable. Commissioner Knier felt that attendance numbers were low for some early weeks of the 2020 Market because not everyone realized we had a live market at that time.

- 7) Farmers Market Manager Report (Colleen McNichols) – McNichols reported that the Village managed to make the 2020 Market work. She expressed her gratitude to Village staff and to Rachel, Robin, and the Farmers' Market Commissioners.

McNichols reported that she would be sending out a survey to the Market's vendors to glean feedback. Molly McDonough is working with winter vendors for pickup and delivery. She reported that Jessica Green, who volunteered in aggregation this year, has applied to become a Farmers' Market Commissioner. McNichols stated that the last checks to vendors will go out soon. She reported renewing the Sign-Up Genius Pro for future volunteer sign-up. She again offered her thanks to everyone involved this past year.

- 8) Church Liaison Report (Jeff Petertil) – Petertil offered the Church's thank-you to volunteers, Village staff, farmers and Commissioners. The Churches sales were down but the 2020 effort still brought in good revenue. The Church will be looking at total numbers in January and February of 2021 and will review with the Commission at that time. Petertil thought that it was a good idea to return cartons, crates, etc. to vendors. Manager McNichols stated that the return of cartons and crates to vendors was not implemented just this year.

9) Vendor Liaison Report (Frank Damiano) – Not present

Frank Pond gave a brief update at this time regarding Commission membership. Mr. Pond mentioned that his term ended in September but he's has enjoyed working with the Commission. McNichols thanked him for his years of service.

Commissioner Hahs joined the meeting in progress.

10) Committee/Project Reports

- a) Communications: It was reported that the Market's blog was launched this year. Because of the unusual year, the Committee will talk to vendors during the winter months and any Commissioners who would like to write a story should let her know.

It was reported that Commissioner Hahs put out market information on social media which was very helpful. Chairperson Lencioni stated that the unofficial Farmers' Market Facebook page is still posting recipes which is great. Commissioner Hahs had one idea for next year that she feels will build off of the blogs success. She suggested creating short informational paragraphs about each farmer. Commissioner DeVore suggest that each vendor could possibly answers five questions and that one posting could be made each week featuring a different vendor.

- b) Aggregation Program: Manager McNichol asked Commissioner Hahs to share her idea for a potential 2021 program. Commissioner Hahs shared that this year's on-line ordering required a lot of volunteers with at least ten volunteers each week throughout the morning. She and Robin Schirmer started at 4:30 a.m. putting up tents, and tables on loan from Sitka Salmon which have been returned to Sitka. She suggested that next year, if the Market is back in the church parking lot, she would like to use the Village's OPRF Parking Garage. On-line ordering could be set-up on the 1st floor (south), west end, which has two western entrances. Using the garage would eliminate the need for tents and if they could store shelving units in the garage this would eliminate the need for tables and make the process much easier, requiring fewer volunteers. This arrangement could also allow for a shortened pick-up time, thus also decreasing hours needed for volunteers.

Chair Lencioni suggested further discussion regarding this matter during the Commissions' January and February meetings. Manager McNichols, thanked Rachel's family for doing without her on Saturdays while she volunteered. McNichols added that vendors were able to make up their difference in revenue from the walk-through market with on-line ordering. Specifically, McNichols stated that the Breadman vendor reported that he had his highest sales in 14 years in 2020.

- c) Volunteer: Commissioner Knier reported that there was a large number of volunteers in 2020. She stated that it is usually a struggle to get volunteers but the 2020 Market was different. Commissioner Stewart asked if a survey should be sent to volunteers asking them why they volunteered this year and if they would be willing to return. Commissioner Knier can use Survey Monkey, Manager McNichols said Google Forms is better and free. Commissioner Stewart will help with questions and Commissioner Hahs will help with Google. Manager McNichols asked if Bake Sales

will be allowed next year because usually they pull names for designated Saturdays in April. Chair Lencioni said it would depend on any COVID restrictions.

Commissioner Ross asked about the future of children's activities at the Market. Chair Lencioni said the Commission should plan on a normal year but be prepared to make changes if the health Department keeps restriction in place due to COVID-19.

- d) Inactive Committees – Chair Lencioni suggested that a Diversity sub-committee be established in 2021. Manager McNichols has a list of vendors that would qualify. This can be discussed at a future Commission meeting.

11) Old Business: None

12) New Business: Market Manager McNichols, thanked Joe Kreml and the Village Communications Department staff for all of their help in getting the word out about the 2020 Market. Commissioner Knier asked how to apply to be a member of a commission. She was told that interested individuals should apply on-line from the Village's website.

13) Adjourn: A motion was made, seconded and approved to adjourn the meeting at 8:14 p.m.

Chair Lencioni wished everyone Happy Holidays! The Commission decided that there would be no Farmers' market Commission meeting in December.