

FARMERS' MARKET COMMISSION
Meeting Minutes
January 26, 2021 - Special Meeting
3:00 PM
Conducted Remotely

Commission Present: Laura Lencioni (Chair), Julia Knier, Dina Ross, Jill Stewart, Liz Stolfa, Katie Weaver, Rachel Hahs

Commission Not-Present: Myndi Devore and Dominic Cianciolo

Village Trustee Present: Arti Walker-Peddakotla.

Staff Liaison Present: Cameron Davis.

Others Present: Church Liaison Jeff Petertil.

- 1) **Call to Order:** The meeting was called to order by Chairperson Lencioni at 3:00 pm.
- 2) **Agenda Approval:** A motion was made to accept the agenda as presented, 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:** A motion was made, seconded and approved for approval of Minutes from November 11, 2020.
- 5) **Farmers' Market Staff Liaison Report** (Cameron Davis, Asst. Director, Development Customer Services Dept.) – Davis updated the Commission that on January 19th the Village Board approved an ordinance (2108) that extended the authority of the Village Manager and the Acting Health Director, related to Covid-19, was through June 19, 2021. The Village Manager is currently busy reviewing the fiscal impacts and the public health response related to the Covid-19 emergency. Both the Village Manager and the Acting Health Director are discussing the staffing of the 2021 Farmers' Market and the physical layout of the Market this year. Davis reported that they are not ready to announce the staffing, schedule or layout at this time but it could be released soon, possibly a portion as soon as next week. When these decisions are made Davis will make sure and communicate the information to Chair Lencioni and the Commission.

Davis announced that there will be a Commission meeting in February on Tuesday the 23rd at 7PM. While this is not the Commissions typical date, at least a date has been secured for February.

Davis announced that he is working with the Communications Department to get the vendor survey out to the market's vendors. The Communication Department is very busy dealing with COVID-19 communications in the community which, at this time, takes precedence. The previous survey needs to have many changes made to it and the Communication Department has not been able to complete those revisions so that the survey can be distributed.

Commissioner Knier asked if we have a new Health Director. Davis responded that we have a current Acting Health Director, he is a Fire Department staff member. David said that he has been in that acting position since Mr. Charley left the Village's employment.

Trustee Walker-Peddakotla stated that she had heard that the staff was interviewing candidates for the Health Directors position and she asked Davis if that was correct. Davis responded that he was unsure of the status of the hiring process as it would be handled out of the City Managers' Office and not in the Development Customer Services Department.

Vendor applications typically are distributed in the second week of February. David stated that staff is waiting for information from the Health Department in terms of the market calendar, restriction, etc. so that the Health Department order can be attached to vendor applications to fully-inform the vendors as they complete the application process.

Trustee Walker-Peddakotla asked why the Commission can't use the Health Order from 2020 in planning the 2021 Market. Davis stated that the Village Manager and Health Director will look at the 2020 order when planning for 2021 but that there is a real interest, if possible, given Covid-19, to try and move the Market back to the Church parking lot again, if the metrics allow for such a move. Safety is key. That is what is being discussed at this time. Chair Lencioni stated that we may need a "Plan A" and a "Plan B".

Chair Lencioni expressed concern about the delay in hiring the 2021 Market Manager. Commissioner Knier said that communication with vendors is of concern since Davis wasn't involved at this time last year the plans for the Market start and ramp up in February in order to get the Market pulled together. She stated that with a big ramp-up in February, without a Market Manager, work will need to be condensed further. She believes that planning work that needs to be done is enormous, which she believes makes the hiring of a Market Manager important. Davis stated that he had no information to share about the status of hiring a Market Manager. When that information is available he will make it known to Chair Lencioni and then to the Commission at their regular meeting.

Commissioner Hahs asked if there had been discussions regarding aggregation. Davis said that the aggregation discussions were a part of the larger Market discussions. Davis again expressed his personal support for the aggregation program.

- 6) **Chair Report** (Laura Lencioni)– Chair Lencioni shared a map with the Commissioners on the computer screen showing a draft layout of what the 2021 Market could look like if the Market were once again held in the Church parking lot. The draft layout shown was based on the 2019 Market set-up.

She stated that the layout shown is smaller and that with spacing needs as they may be in 2021, it may require vendors to put-out less product and re-fill as needed. She stated that locating live music and donut locations depends on where we are at in terms of required distancing.

Chair Lencioni stated that she feels the Market could do the "Go Green Days" in 2021 if it is done socially distanced. Lencioni feels that "Go Green Days" could be facilitated in a socially distance manner. If the Commission cannot hold this event early in the Market calendar maybe it could be held later in the Market's schedule.

Commissioner Knier stated that she has been speaking to different organizations and that they have said they were sad to miss out on the event in 2021 but that they understood, given the circumstances.

Commissioner Hahs asked if there is a way to prepare the Acting Health Director for special events like the “Go Green Days”. Staff Liaison Davis stated that the Village Manager is aware of the Markets’ special events and if she or the Health Director is-in-need-of additional information about the special events, as the Health Department is preparing their 2021 Farmers’ Market order, Davis and Chair Lencioni can provide her with that information.

- 7) **Church Liaison Report** (Jeff Petertil) – Petertil reported that the Church is hoping that the Market can go back to its traditional layout but they understand that the Market layout is dependent upon where we are with COVID-19. Typically, in late February, the Church reaches out to its various non-profit partners to see if they want to participate with the Church for the upcoming Market season. Petertil reported that the Church wouldn’t want to put off their notification to these non-profits to any later than early March. Chairperson Lencioni mentioned that as soon as she is made aware of Market information she will let Petertil know.
- 8) **Vendor Liaison Report** (Frank Damiano) – Not present.
- 9) **Committee/Project Reports**

- a) **Volunteers & Aggregation:** Chair Lencioni expressed her concern regarding who will head-up the Volunteer Committee in 2021. She stated that the Commission needs a Commissioner to volunteer to run the program in 2021. She suggested that perhaps several Commissioners could team-up on this committee effort.

Commissioner Stewart asked if there is anything written-up on the processes of running the volunteer effort. It was stated that in a typical year we have approximately 20 volunteers but in 2020, our efforts went well beyond that number of volunteers. It was mentioned that the Sign-Up Genius was very helpful in 2020. Commissioner Knier mentioned that she will contact Jen to get notes from Jen regarding the volunteer process from 2020. Chair Lencioni and Commissioner Knier will talk off-line about the information they hope to get regarding the 2020 volunteer effort.

A Commissioner asked if we were doing aggregation before 2020. The answer to the question is “No”. Chair Lencioni stated that it is a great program and she hopes that it can continue but that we will need to have to figure out how to make the program manageable and sustainable.

Chair Lencioni stated that she hopes that at the Commissions next meeting the Commission will have more information from the Village on the 2021 Market and the Commission can also focus on the required volunteer effort for 2021.

- b) **Communications:** Commission Stewart. Need to develop a social media strategy for 2021 and Commissioner Stewart will report back to the Commission at the February meeting.

- c) **Sustainability:** Commissioner Knier stated that there are a number of people and organizations interested in participating in the Farmers' Market Go Green program. She stated that the COVID-19 emergency has really impacted sustainability.

Commissioner Knier stated that she hopes the Commission can hold "Go Green Days" during the first two Markets of the season with a potentially smaller format. She mentioned the possibility of pop-up "Go Green" events during the course of the Market season to help drive engagement.

There was a brief discussion regarding children-focused special events. A commissioner suggested lining-up child-focused events for every Saturday in August and September and then cancel the events if needed, due to Covid-19. Chair Lencioni asked Davis for his opinion regarding planning special events. Davis responded that not knowing the direction of the Covid-19 emergency at this point, he feels that there will be a better chance of holding special events later in the Market season than there will be at the start of the season. Planning would be good to do as long as there is an acknowledgement that the Health Directors order, when released, will guide the Markets' schedule.

- 11) **Old Business:** Chair Lencioni stated that she assumes that we will be holding a 24-week Market season and that we will be starting on May 22, 2021. She expressed concerns about a shortened season and its potential impact on Market vendors. She mentioned that regardless of where the Market may be located, she hopes that the traditional Market schedule is approved. Staff Liaison Davis stated that the Village Manager is aware of what the Market's traditional schedule is how it was adjusted in 2020. Commissioner Knier stated that the Ordinance that helps to guide Market operations states that it will be 24 weeks. Staff Liaison Davis stated that due to the COVID-19 emergency, the Village Manager and the Health Director had the authority to establish the Markets' operational guidelines which were set out in the order from the Health Department. Davis will

Commissioner Hahs mentioned that her neighbor had expressed appreciation to the Commission for facilitating the market in 2020.

- 12) **New Business:** Chairperson Lencioni thanked the Commission members for meeting during the day. She expressed her belief that the meeting had been productive.
- 13) **Adjourn:** A motion was made, seconded and approved to adjourn the meeting at 4:15 p.m.

Next Meeting February 23, 2021 at 7PM