

FARMERS' MARKET COMMISSION
Meeting Minutes
September 9, 2020
7:00PM
Conducted Remotely

Commission Present: Laura Lencioni (Chair), Myndi Devore, Julia Knier, Dina Ross, Jill Stewart, Liz Stolfa, Katie Weaver.

Village Trustee Not Present: Arti Walker-Peddakotla.

Staff Liaison Not Present: Cameron Davis

Staff Present: Mike Charley, Director Health, Market Manager Colleen McNichols, Staff Member Mindy Agnew.

Others Present: Church Liaison Jeff Petertil, Vendor Liaison Frank Damiano

- 1) Call to Order: The meeting was called to order by Chairperson Lencioni at 7:00 pm.
- 2) Agenda Approval: A motion, to accept the agenda as presented, was made, seconded and approved.
- 3) Public Comment: Chairperson Lencioni asked Staff Member Mindy Agnew if any written public comment had been submitted. Agnew stated that no public comment had been submitted, per the directions provided on the agenda document.
- 4) Approval of Minutes: Minutes from May 13th and August 12th approved.
- 5) Chair Report (Laura Lencioni) – Commission recruitment no update, 2021 Budget and Workplan Update, Director Charley attending to help with both, Marge Gockel Memorial Activity, no update.

Director Charley asked if there were any questions regarding the budget. Chair Lencioni asked if there was any anticipation of COVID-19 impacting the market next year, should there be a plan B, will that change the budget if we still have COVID to deal with. Director Charley heard nothing that would affect the Farmers' Market budget. However, the Village budget will have a 4 to 5 million shortfall, so it is possible that would impact the Farmers' Market budget. There might be some things the board might cut but there is not a lot in the Farmers' Market budget to cut, possibly Special Events. He does not know yet what will happen as he needs to submit the budget and sit down with the Village Manager, Finance Director and possibly Staff Liaison Davis to review.

Chair Lencioni remarked that she is going over the 2020 workplan and listing the outcome and is starting to prepare the 2021 workplan. Should she do a plan based on an abnormal year (backup plan) or plan for a normal year. Director Charley thinks the plan should be for a normal year since the workplan might not be affected. Discussion ensued that the 2021 budget will need adjustment for purchase of tents, tables, and coolers if they are to continue Aggregation next year. As of now all of the tents, most of the tables and coolers have been donated by Sitka Salmon, which might not happen next year.

Director Charley asked the Chair Lencioni if he might go over the budget questions he reviewed with Staff Liaison Davis and she agreed. Basically, the budget for 2021 does

not change much except for a few things. Currently there is \$16,910 in seasonal revenue. Asked Manager McNichols if there was any more revenue from seasonal merchandise, Manager McNichols stated there was no merchandise bought or sold this year. Director Charley asked about revenue from Special Events, Manager McNichols stated the market did not have any this year. Operating supplies will need to increase if continuing with Aggregation. Director Charley would need information from Manager McNichols as to what would be needed in regard to supplies. Possibly increase Operating Supplies to \$5,000. Manager McNichols hopes to move Aggregation next year to the OPRF High School garage which would eliminate tents. Director Charley also questioned use of advertising budget, never used, all agreed to eliminate. Director Charley then went over other budget line items.

Manager McNichols had two questions for Director Charley, the first regarding Pilgrim church selling coffee beans to make up for lost coffee sales revenue. He had no objection. Second, regarding complaints on not allowing bikes to be walked through the market. Director Charley had no objection. Staff Member Agnew voiced her opinion that it was not a good idea, as it is too cumbersome and difficult to keep social distance with bikes in the market. Also, need to move people through the market as quickly as possible. As of now bikes that can't be locked up are stored behind the information tent.

Chair Lencioni will work through the 2020 work plan and have 2021 workplan ready for next meeting. For 2020: Green Day – cancelled, Children's activities – cancelled, Attendance covered by staff liaison Davis' weekly update, Earth Fest – cancelled, Apple Heritage – cancelled, Sustainability – cancelled.

In the interest of time, Chair Lencioni requested that commissioners email her any ideas they may have for the 2021 work plan.

- 6) Farmers' Market Staff Liaison Report (Mindy Agnew) – Agnew stated good news is that the market has many repeat customers. Now have over 50 volunteers. Staff Liaison Davis' weekly report gives updates on attendance and volunteers. Last week's market was the largest, last two weekends there has been a constant line. Since only 150 people are allowed in the market at all times, in order to keep an accurate count, there are several backward counts taken through the market at various times.
- 7) Farmers Market Manager Report (Colleen McNichols) – McNichols stated that the Information tent has become a place to accommodate senior citizens. Several call ahead and get help from volunteers to shop for them as walking the market is difficult for them. The Wednesday Journal will be doing an article on Farmers' Market volunteers in October. Online Aggregation is now set up for Snap Link customers, last week had their first customer. She complimented the Aggregation team for an amazing operation and for all their hard work and can't thank Robin and Rachel enough. She has asked Robin to collect all the thank you letters they have received. Beyond Hunger and four other organizations are purchasing wholesale corn and apples that are picked up early in the morning for distribution to their customer base. Labor Day was a big Farmers' Market day.
- 8) Church Liaison Report (Jeff Petertil) - Petertil not much new, appreciated help from the commission and village staff. Happy to be able to have coffee bean sales as revenue is down from lack of coffee sales due to COVID. Asked Director Charley if they might be able to reinstate serving coffee, Director Charley said they could discuss offline.

- 9) Vendor Liaison Report (Frank Damiano) – Damiano, not much to report, everything is going well, sales are up, some of the Farmers on South Blvd. would like to have more customers let in, he doesn't see it since he is on Scoville.

Commissioner Knier wanted to add to the Vendor Report. At the market she attended she waited in line for 28 minutes, while in line she said she heard remarks about how customers can't wait and then they left. She believes that people leave on South Blvd. and we need to accommodate by letting more people in. Director Charley said there is a certain percent of occupancy and can let more in if there is social distance. Staff Member Agnew stated that we have people doing counts several times during the market, also there are reminders set out about social distance, and chalk marks indicating places to stand, etc. She believes there is not a high volume of people sneaking out. Anything over 150 to 170 people in the market will find clusters. Agnew can place staff at Scoville and East to prevent people leaving and remind people to use the East exit as people are waiting to get in. Manager McNichols commented fewer customers are shopping on East Ave, she feels bad for the vendors. Commissioner Knier felt that more marketing was needed to pull people to the East Avenue vendors. Vendor Liaison Damiano added that there was a need to let people know that there is more to the market than just Scoville. Commissioner Knier felt more signage was needed. Damiano thought a map on the Lake Street fence would help. Staff Member Agnew stated that maps are placed on the Lake St. fence. Commissioner DeVore added that extra signage should be posted on the Lake St. fence promoting East Ave. vendors. Commissioner Knier wants to highlight all vendors on South Blvd. and East Ave. Signs will be placed on the Lake St. fence to offer additional promotion for vendors on those streets.

10) Committee/Project Reports

- a) Volunteer Appreciation: Commissioner Knier, we are lucky to have so many volunteers this year. Staff Agnew will get the total number of volunteers. October 31st would be a good date to do have the Volunteer Appreciation. Reach out to Jeff Petertil for donut coupons. Petertil stated that the church is not responsible for doing donuts on 17th and 24th and suggested the coupons should be issued for the date the church is in charge of donuts. Petertil and Commission Knier will talk offline. Commissioner Stewart will help with marketing communications and getting message out. Commissioner DeVore will work with Commissioner Hahn to design a label, thank you and a meme. What are the vendors contributing, Commissioner Knier and Damiano will talk offline. Manager McNichols has 50 men and 50 women's volunteer t-shirts for the bags. Some commissioners want to contribute baked goods, asked Director Charley if he is OK with that and he responded that he has no problem with contributed bake goods. None of this will come from the budget. Staff Member Agnew will supply reusable grocery bags and has enough for 50.
- b) Communications: Commissioner Weaver and DeVore are in the process of working on blog post, DeVore focusing on Chanticleer Farms. Chair Lencioni asked how often are we doing, DeVore once a month. Commissioner Ross stated there are three in the works. Manager McNichols farmers will not be able to talk with them until November too busy now.

11 Old Business: No

- 12) New Business: Question from Commissioner Knier to Director Charley are we allowed to use reusable bags, can we work around that. Director Charley according to the Governor's order cannot use reusable bags. Manager McNichols we should push the idea for people to bring carts or anything on wheels.
- 13) Adjourn: A motion was made, seconded and approved to adjourn the meeting at 8:12 p.m.

Next Commission Meeting Will Be Wednesday, October 14, 2020