

Farmers' Market Commission 2024 Workplan

Enabling language	Project	Outcomes	Timeframe	Responsible Party	Cost
18-2-11 (D) Farmers' Market Ordinance	Village of Oak Park Earthfest Postponed until 2025 put on by Public Works and Village Sustainability division)	Community outreach and raising awareness of the Farmers' Market and market sustainability goals.	April (close to Earth Day)	Sustainability committee, Volunteer Committee (to recruit)	Nominal staff time and volunteers. Minimal cost.
18-2-11 (D) Farmers' Market Ordinance	Go Green Days	Space for village depts. and not-for-profits whose focus & mission are sustainability education and creating community engagement. Create greater awareness of sustainability at the market.	First two Saturdays of Market in May (Planning begins in February and early March with communications, logistics & creating map.)	Sustainability Committee Lead, supported by Events Committee	No cost
18-2-11 (D) Farmers' Market Ordinance	Children's Activities	Engage children and parents. Education on sustainability, locally grown produce, farming, farm-related themes, books and community building.	At least once per month	Children's Event Committee Lead	Largely volunteer coordinated with nominal staff personnel costs, printing and advertisement (Budgeted under Farmers' Market)

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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Corn Roast Event</p>	<p>Commission will run this fundraiser event selling corn at Farmers' Market, creating more foot traffic into market, growing engagement. Funds are a small offset to cost of running market.</p>	<p>August (Start planning with supply ordering and communications at June meeting)</p>	<p>Events committee lead</p>	<p>Largely volunteer coordinated with nominal staff personnel costs, Corn Roaster Rental (Budgeted under Farmers' Market budget)</p>
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Pie-Baking Contest</p>	<p>Commission will run this event to increase community outreach and engagement as well as promotion of market products and farmers</p>	<p>September, during harvest season (remember to avoid Rosh Hashanah - Sept. 9 is a possible day) (January/February: review ideas for making this event a fundraising event and decide what month we want to host this event. Start recruiting for bakers and judges 2 months ahead)</p>	<p>Events Committee</p>	<p>Largely volunteer with nominal costs including ribbons and market booth prizes, printing and advertisement (Budgeted under Farmers' Market)</p>

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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Apple Heritage Festival Postponed until 2025</p>	<p>Commission will run this event which celebrates the many varieties of local apples our vendors bring to the market. Apple tastings, contests, and a special guest appearance of Johnny Appleseed are possibilities. This one-day event can also be educational on the history of apples in the U.S.</p>	<p>October (Start planning in June, make it a point to reach out to vendors about when apples will be available)</p>	<p>Events committee</p>	<p>Minimal costs for signage, prizes or giveaways, decorations, etc., budgeted for in the Farmers' Market Budget</p>
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Stone Soup Event</p>	<p>Commission will run this vendor and customer appreciation event to increase market foot traffic and encourage patron engagement with the Market through the end of October.</p>	<p>October</p>	<p>Events Committee lead</p>	<p>Environmental Health Staff to review Temporary Food Applications and provide food safety consultation, Farmers' Market Staff coordinates rental of cooktop.</p>
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Sustainability Education Station</p>	<p>Create an interactive station pop up on-site at the Market to teach customers more about sustainability practices and opportunities at the Market and in the community. Commission to recruit volunteers to help educate the public about composting, recycling, waste reduction and other sustainability efforts</p>	<p>May-October Volunteer recruitment efforts and partnership creation to start in the spring and are ongoing</p>	<p>Sustainability Committee in coordination, the Sustainability Division, Public Works, and the EEC</p>	<p>Costs would depend on activities chosen, though should be minimal</p>

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18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Invite local food operators to host a food demonstration at the Farmers' Market	TBD	Commission membership	Environmental Health Staff to review necessity of temporary food permit (to review offseason), or food permits themselves if ordinance is not amended off-season.
Proposed language in 18-2-8(A)(1)(b), based on Board Approval	Prepared Foods Pilot Program	Keep customer engagement and drive foot traffic.	TBD	Commission membership	Environmental Health staff to review program and provide guidance. Advertising and marketing this new endeavor.
18-2-11 (D) Farmers Market Ordinance	Producer site visits	Site visits increase the authenticity of the market and will increase the likelihood of vendors selling only what they grow.	March – October	Any commission member can request a site visit, which the staff can consider based on capacity, time and budget	Staff personnel costs, travel costs (Budgeted under Farmers' Market budget)
18-2-11 (D) Farmers' Market Ordinance	Customer Survey	Information gathered will improve market operations and improve market for vendors and patrons.	Ongoing May - October	Communications Committee lead	No cost (use Village's community engagement tools)
18-2-11 (D) Farmers' Market Ordinance	Vendor Survey	Information gathered will improve market operations and improve market for vendors and patrons.	November	Communications Committee lead	No cost (use Village's community engagement tools)

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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Use of social media & other communication tools</p>	<p>Commission will communicate upcoming special events to Village staff and encourage the Village to use all the available social media tools to advertise the Farmers' Market. Commission members will also share market events on social media when able.</p>	<p>January – December</p>	<p>Communications committee and Events Committee</p>	<p>Farmers' Market, and Communications staff time (Budgeted under Village budget personnel). Printing and advertisement (Budgeted under Farmers' Market & Health Department budgets)</p>
	<p>Planning for 50th Anniversary year</p>	<p>Special programming, communications, merchandise and events for the 50th anniversary of the Market</p>	<p>Start planning in August after the Corn Roast</p>	<p>All commissioners</p>	<p>Special events budget might need to be increased</p>
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Networking with other Farmers' Markets</p>	<p>Commission chair and members to network with other Farmers' Market organizers to learn best practices of other markets. Commission recommends joining the ILFMA</p>	<p>January – December</p>	<p>All commissioners</p>	<p>No reimbursable costs</p>
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Amend Farmers' Market Ordinance</p>	<p>As needed, will work with Farmers' Market staff, Environmental Health Supervisor and</p>	<p>Ongoing</p>	<p>All commissioners in coordination with Village Staff</p>	<p>2023 Staff personnel costs (Budgeted under Farmers' Market, Health</p>

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		Village Attorney to submit an amendment to the Farmers' Market Ordinance to Village Board. Amendments will improve Market operations.			Department, Law Department & VMO budgets)
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