

**Oak Park Farmers' Market Commission**  
**Meeting Minutes**  
**April 9, 2014**  
**6:00 PM**  
**Village Hall – Room 101**

Present: Chairperson: Molly McDonough Carson; Commissioners: Warren Bakker, Rebekah Braslow Joanne Balice; Market Manager: Jessica Rinks, Staff Chairperson: Mike Charley, Church Liaison Representative: Jeff Petertil; CIC Liaison: Jim Kelly

Visitors: Catherine Murphy, Jasmine Cleofe, Jennifer Purrenhage, Erin Schoop, Jasmine Cleofe, Jennifer Purrenhag (All possible new Farmers' Market commissioners)

Excused: Commissioner: Aly Schoenfeldt; Farmers' Liaison: Jim Vitalo; Trustee Liaison: N/A

1. Call to order at 6:00 pm – Chair Molly called the meeting to order.
  2. Agenda Approval - The Commission approved the agenda unanimously
  3. Public Comment – Two employees from the Oak Park Public Library Elsworth Rockefeller, *Manager, Adult & Teen Services* and Cynthia Landrum, *Assistant Director for Public Services* attended the meeting to communicate how the Oak Park Library could collaborate with the Farmers' Market. They communicated the following:
    - a. They provided examples of how they can move different library services out to the Farmers' Market committing up to 2 staff at every market date. They stated that library is quite flexible in regards to how they could participate. The library started they could sit at a table and/or they could be mobile walking around the market.
    - b. They could provide a resource based on needs of the patrons or farmers.
    - c. Mike Charley stated that there was discussion with the Village Manager regarding including different social service organizations with the market (collaborating) during the off season and that this would be one example of this.
    - d. Jim Kelly stated that he feels like taxing bodies are different than the other social service bodies, in that there is a definite partnership there.
    - e. Molly Carson stated that she would work with Jessica in working with the OP library.
- Public Comment continued – four new potential Farmers' Market commissioner candidates introduced themselves
- f. Catherine Murphy – introduced herself
  - g. Jasmine Cleofe – introduced herself

- h. Jennifer Purrenhage – has not applied yet, introduced herself
  - i. Erin Schoop – introduced herself
  - j. Jim Kelly stated Citizen Involvement Commission (CIC) interviews are the first Wednesday of the month, the next date for interviews is on May 7<sup>th</sup>. Jim stated that being a commissioner is a three year commitment. Jim encouraged potential commissioners to talk to Molly Carson prior to May 7<sup>th</sup>. Jim stated that the CIC's job is to recommend citizens for commissions to the Village Board. Jim thought that they would be able to submit potential commissioners to the Village Board for approval for the May 19<sup>th</sup> Village Board meeting.
4. Minutes - Minutes were approved from March 19, 2014 commission meeting after updating "Survey Genius" to "Sign Up Genius"
5. Old Business – Warren Bakker stated that Experimental station came out March 29<sup>th</sup> to Ascension Church to present information on the Link Up! Double Coupon program. Several churches were there and seemed interested. The bottom line is that Experimental Station has no money to disperse at this time. Ascension Church did donate money to Experimental Station and asked that money be dispersed to the Village's Link Up! grant. Other Catholic Churches in attendance expressed interest in this program. Warren wanted to know what the Village or the commissioners could do to encourage people or organizations to donate money to the Double Coupon program. Jeff Petertil stated that there is a religious leaders Community of Congregation for RF/OP that meets and Jeff recommended that they be contacted. Molly stated that individual residents can promote it, but not the commission or staff.
6. New Business
- a. Molly stated that she has set-up Sign-up Genius for scheduling Commissioners and Friends schedules at the market.
7. Farmers' Market Chairperson Report
- a. New commissioner Joanne Balice was introduced
  - b. Molly stated that she has signed up the commission for a Day in Our Village
  - c. Jim from CIC stated that everyone should have received nominations for outstanding chair, outstanding commission, outstanding commissioner of the year and the deadline is the end of the month. He encouraged nominations.
  - d. Molly stated that the goal is to have at least one volunteer (commissioner or friend) at the farmers' market booth at all times.
  - e. Jessica stated that there will be three paid staff at the farmers' market from start to finish of the market.
  - f. Jim calculated how many total volunteer slots there are at this year's market, his calculation was: 3 slots per day x 24 dates = 72 slots for the year.
  - g. Molly asked about Green Days and contacting participants. Rebekah will be contacting the participants and Jessica Rinks stated that she would help Rebekah with Green Days. Molly and Jeff Petertil provided information to the potential candidates on what Green Days is.
  - h. Jessica Rinks stated that she would have the promotional materials printed and

- have them ready for market commissioners to distribute around the community.
- i. Molly asked who will be contacting the Lake Street Theatre? Jessica will be contacting the OP Theatre to discuss advertising possibilities. Jim Kelly provided Jessica with a contact name.
8. Farmers' Market Staff liaison report
    - a. Update on Farmers' Market Assistant positions – Mike Charley stated that the budget amendment passed on Monday April 7<sup>th</sup> allowing the Village to hire three total farmers' market assistants. This will allow three staff to work each market Saturday.
  9. Farmers' Market Manager report
    - a. Update on 2014 vendor application status – Jessica stated that Tree of Life is not coming back. From the three or four other applicants she thought Growing Home was the best choice to replace Tree of Life. Jessica contacted them today to offer them the spot, but she has not heard back from them as of the start of this meeting.
    - b. Update on extending the market until November 1<sup>st</sup> – Jessica stated that the market season will be from May 24<sup>th</sup> – November 1<sup>st</sup>. She will be notifying the vendors regarding this.
    - c. Jessica stated that, for merchandise, more aprons need to be purchased. Jessica stated a new brand and/or color may be purchased and the commissioners were okay with this. Jessica stated that more coffee mugs, but in a different colors are going to be ordered. Jessica stated that more t-shirts will be ordered also.
  10. Report from church liaison – Jeff Petertil is pleased that there will be 24 Saturdays, which means 24 dates of donut sales. Jeff provided some insight as to how important the market is to the Pilgrim Church. The market has a direct impact on the church's success. Jeff stated that local organizations participate in donut sales and there is currently a waiting list to participate. Jeff stated that the local organizations make anywhere from \$1000 to \$2000 per market for their organizations. Jeff stated that the church has been in conversation with the neighbors regarding church activities including the farmers' market. The local residents have expressed concerns regarding maneuvering around the alleys during market Saturdays and Jeff recommended the Village reach out to local residents regarding the market extending until November 1<sup>st</sup>. Jeff stated that the church is having another food truck rally on May 17<sup>th</sup> in the church parking lot. Molly stated that last year the church booth helped promote the farmers' market.
  11. Report from vendor liaison – no report
  12. Adjourned at 7:15 pm
- Next Meeting Wednesday, May 14, 2014 @ 6:00 pm**