



## **FARMERS MARKET COMMISSION**

**May 14, 2014**

**6:00 PM**

**Village Hall – Room 102**

Present: Chairperson: Molly McDonough Carson; Commissioners: Warren Bakker, Rebekah Braslow, Aly Schoenfeldt, Joanne Balice, Courtney Greve Hack; Market Manager: Jessica Rinks, Staff Chairperson: Mike Charley, Church Liaison Representative: Jeff Petertil; Trustee Liaison: Andrea Ott

Visitors: Catherine Murphy, Jasmine Cleofe, Jennifer Purrenhage, Erin Schoop, Market commissioners)

Excused: Commissioner: Farmers' Liaison: Jim Vitalo; CIC Liaison: Jim Kelly

1. Call to Order – the meeting was called to order at 6:03
2. Agenda Approval – agenda was unanimously approved
3. Public Comment - none
4. Approval of Minutes of April 9, 2014- Jeff Petertil made several suggested updates, which were made and the minutes were then unanimously approved
5. Introductions: All in attendance introduced themselves
6. Old Business
  - a. Rebekah gave a summary of the Go Green Days. Rebecca will need help to set up the tables and chairs for this event. Jessica Rinks noted that on the first day of the market there will be up to 5 paid contractors to help set up tables and chairs. Rebekah stated that 8 tables and 16 chairs are needed.
  - b. Caring Carrots – Aly provided an update on this program which is also known as the food donation program. This year West Suburban PADS is not participating. Hephzibah Home and the Food Pantry will alternate weekends. There is also a “back-up” contact person.
7. New Business –
  - a. Farmers' Breakfast – Rebekah and Molly provided information on the grower's breakfast to the attendees. The breakfast includes a continental breakfast, a short reminder of rules and policies of the market and last minute reminders. The breakfast will start at 5:30 am. Jeff Petertil asked



that Jessica contact the church office to ensure they are aware of the details of the grower's breakfast.

8. Farmers' Market Chairperson Report

- a. Embedded librarian program– Molly met with the librarian reps since the last meeting. The library has identified two librarians that will start to attend commission meetings and from there they will help build content for the Village website and can help with outreach efforts to the public on behalf of our market. Librarians will be attending the market to get some familiarity with the market. Molly asked that the commissioners and market staff take note of the questions that patrons have that may be good questions for the library to research.
- b. The commission was approached by Americorp volunteers to help at the market. Molly will work with the group and determine how they can best help the market. Jessica mentioned that we could use them to monitor the different type of waste receptacles and educate patrons on which waste receptacles receive what waste.
- c. Sign-up Genius is going well according to Molly. Every shift is covered with at least one person. According to Molly there are 30 to 40 "Friends of the Market".

9. Farmers' Market liaison report

- a. Update on Farmers' Market Assistant position(s) – Mike stated that the Village has two new Farmers' Market Assistants, Bryan Bakker and Kathryn Baca.
- b. Wireless Processing – Mike gave a brief summary of the wireless processing process. Courtney asked who pays for the fees associated with the wireless processing. Molly and Mike provided some feedback to Courtney regarding the historical discussions the commission has had regarding fees including the fact that the Village pays all fees. Trustee Andrea Ott inquired what the additional cost of the extra one staff member/market is going to be. Charley stated the budget amendment was approximately \$5,000. Mike provided detailed statistics on wireless sales to the attendees.
- c. Double Coupon Program – Warren stated that Ascension Church is working on gathering donations for the double coupon program. Warren stated that there is a bake sale scheduled at the market (which consists of several Oak Park faith based groups). All monies earned from the baked goods sales will be donated to Experimental Station and subsequently to the Village's double coupon grant monies. Warren stated that almost \$2,000 has been collected by Ascension Church. Warren stated that on Experimental Station's website there is a Paypal payment option, where people can donate money and specify they want to donate directly to the Oak Park Farmers' Market double coupon program.
- d. IL Department of Agriculture 2015 Illinois Specialty Crop Grant – Mike applied for this grant which would start on January 1, 2015. Mike requested \$8,000.



- e. Social media and Facebook – The Village runs the official Facebook page, Twitter account and Website. Charley stated that if commissioners have recommendations on marketing the market to contact Jessica Rinks, Molly or the Village’s Communication’s Division.

10. Farmers’ Market Manager report

- a. Update on 2014 vendor application status – Jessica stated that 26 vendors have been approved for 2014 (so far), but so far only one baker has been approved because Crumb bakery dropped out. Jessica stated that for 2014 there is a new bread vendor, Ingram’s Bread and Jam. Jasmine stated that she can provide a contact with the Rise’ n Roll bakery, which is an Amish Bakery. Jessica stated that the Communication’s Division has drafted a double sided 8 ½ x 11 vendor pamphlet which includes a list of the vendors, what they sell and a vendor map of the market. Jessica showed the draft copy to the commissioners.
- b. Bake Sales – All bake sale spots are filled for 2014.

11. Report from church liaison –

- a. Jeff Petertil stated that the Food Truck Rally is scheduled for June 15 (Sunday)
- b. Property Lease – Jeff stated that the current Village/church lease agreement doesn’t mention anything about May dates. Jeff stated that the church is considering asking for retroactive rent for the extra dates.
- c. Donut Sales – Jeff stated that the church has a website that provides information on donut sales, the plan is to update the website even further to provide more detail information on how a not-for-profit organization can participate in donut sales. When this updating is complete Jeff is recommending staff refer people inquiring about donut sales to the website. A list of partners will be listed on the website, which includes a schedule of when they are participating. This schedule will be on their website. Molly recommended that the donut sale participants get added to the weekly Village press/marketing releases about the market. Molly asked about when chocolate dough donuts will be sold and Jeff stated that the chocolate dough donuts will be served on November 1 only.

12. Report from vendor liaison - none

13. Report from CIC liaison - none

14. Adjourn @ 7:40 pm

**Next Meeting Wednesday, June 11, 2014 start time is 7:00 pm \*\*Molly will not be there – Aly will chair the meeting.**