



## **FARMERS MARKET COMMISSION**

**June 11, 2014**

**7:00 PM**

**Village Hall – Room 102**

Present: Commissioners: Aly Schoenfeldt, Joanne Balice, Warren Bakker, Jasmine Cleofe, Courtney Greve Hack; Catherine Murphy, Market Manager: Jessica Rinks, Staff Chairperson: Mike Charley, Church Liaison: Jeff Petertil;

Visitors: Librarians – Stephanie Kirchner and Bridgett Opholt

Excused: Commissioners: Molly McDonough Carson; Rebekah Braslow, Jennifer Purrenhage, Erin Schoop, Trustee Liaison: Andrea Ott, Farmers' Liaison: Jim Vitalo; CIC Liaison: Jim Kelly

1. Call to Order – the meeting was called to order at 7:01 pm
2. Agenda Approval – Agenda approved unanimously
3. Public Comment – No public comment
4. Approval of Minutes of May 14, 2014 – Minutes were approved after making one subtle update to 6.b. of the minutes
5. Old Business
  - a. Aly Schoenfeldt read a document submitted by Molly McDonough. Molly stated that a Day in Our Village was great. Molly thanked all the Friends and Commissioners who help staff the tent, lead the "Guess the Vegetable" game, and field questions. Molly thought the booth location was good and mentioned that a ton of those fabulous flyers/market maps were passed out to folks new to Oak Park and those who had questions about the market. We did sign up at least one new volunteer. Molly also stated that she walked around and handed out food demo info to three companies that Jessica may hear from.
  - b. Open Meeting Act – Mike Charley communicated that commission discussions cannot be made over email outside of scheduled meetings and that doing so would violate the Open Meetings Act.
6. New Business –
  - a. Embedded Library Program: Two employees from the Oak Park Library attended the meeting as part of the Embedded Librarians program. Jasmine Cleofe commented that it might be helpful for the library to



- provide laptops or Ipads for market customers to research farmers' market topics at the market. Courtney Greve Hack suggested that the library focus on providing resources for kids at the market including farming books or other resources. Other ideas were a kid's day, face painting, etc.
- b. Ridgeland Commons – Commission members asked that Village staff follow-up with the Park District to determine what bathrooms are available during the market at Ridgeland Common. It was noted that there are bathrooms that are accessible from outside doors of the building that are opened during sporting events held at Ridgeland Common.
  - c. Banning plastic bag usage – this will be discussed at the July meeting. Catherine Murphy stated she would help with this.
  - d. 40<sup>th</sup> Anniversary is next year 2015. This will be discussed in greater detail at the July meeting. The following was a list of ideas for marketing the anniversary:
    - i. 40<sup>th</sup> anniversary T-shirts
    - ii. Logo competition
    - iii. Farm to table event
    - iv. A cookbook
    - v. Special menu offerings at restaurants
    - vi. 40<sup>th</sup> anniversary banners
    - vii. Inviting a band to play music from 40 years ago
    - viii. Integrate into other Village activities/events
  - e. Porridge event food demo – Catherine Murphy commented that she thinks having a porridge event one Saturday would help support the grain vendors and the patrons would enjoy this event.
  - f. Friends and Commissioners and T-shirts
    - i. Friends – The commission voted to give t-shirts to any “friend” that worked at least 3 market slots
    - ii. Commissioners – Mike Charley commented that the Village would give a free t-shirt to commissioners when being appointed by the Village Board.
    - iii. Mike Charley stated that staff will monitor the distribution of t-shirts.
  - g. More bike parking – Catherine Murphy stated that the available bike racks at the market area always full to capacity. She asked if more bike racks can be provided by the Village. Mike Charley stated he would follow-up with Public Works.
  - h. Water dispenser @ information booth – Catherine Murphy commented that she has seen other farmers' markets provide a water station for patrons. After some discussion it was decided that water would not be provided. Jeff Petertil noted that the church sells water for \$1/bottle near the donuts.
  - i. Chef/Farmers' Market cross promotion – Courtney Greve Hack stated that she is interested in coordinating this.

## 7. Farmers' Market Chairperson Report



- a. Molly McDonough was excused from this meeting, however she did submit a report which was read by Aly Schoenfeldt. Most of her report items are under “Old and New Business”
8. Farmers’ Market liaison report
  - a. Mike Charley provided each commissioner with a copy of the 2014 Work Plan and described each item on the plan. Mike provided background on why the commission submits the plan to the Village Board for approval annually.
    - i. Customer Survey – Catherine Murphy stated she would be interested in coordinating a customer survey.
    - ii. Chef-Farm Outreach – Courtney Greve Hack stated she would be interested in coordinating this program.
9. Farmers’ Market Manager report
  - a. Wireless Machine Update- Jessica Rinks stated that the new wireless machine functioned great last weekend with no significant issues.
  - b. Double Coupon Update – Jessica Rinks stated that \$308 in double coupons have been distributed through June 7. Jessica stated that the Village recently received an additional \$1440 from Experimental Station. Jessica stated that there is \$1420 remaining (includes carryover from 2013). Jessica then stated that Experimental Station has communicated that there is an additional \$650 the Village will be receiving at this point (minus 7%)
  - c. Jessica stated that the Village has hired the fifth and final staff member, a Farmers’ Market Assistant. Her name is Bonnie Bishop.
10. Report from church liaison –
  - a. Jeff Petertil stated that everything is going well with the church and donut sales.
  - b. Jeff stated that the church’s website has a list of donut partners
  - c. Jessica Rinks and Jeff commented that the church have worked collaboratively to discourage patrons from encroaching upon North Wichert’s permitted space. Jeff stated that he had spoke to Julie of North Wichert at the last market and Julia stated the provided barricades helped.
  - d. Jessica informed Jeff that there is a rather large pothole near Geneva Lakes Produce in the southeast corner of the parking lot. Jeff stated he will look into this.
11. Report from vendor liaison - none
12. Report from CIC liaison - none
13. Adjourn @ 8:25 pm

**Next Meeting Wednesday, July 9, 2014 start time is 7:00 pm**