



FARMERS' MARKET COMMISSION

July 9th 2014

7:00PM

Village Hall – Room 102

Present: Chairperson: Molly McDonough Carson; Commissioners: Warren Bakker, Aly Schoenfeldt, Joanne Balice, Courtney Greve Hack, Catherine Murphy, Jasmine Cleofe, Jennifer Purrenhage, Erin Schoop, Stephanie Kirchner; Market Manager: Jessica Rinks; Bridget Opholt from Oak Park Library

Excused: Farmers' Liaison: Jim Vitalo; Church Liaison Jeff Petertil; Staff Commission Liaison Mike Charley

1. Call to Order 7:00 PM
2. Agenda Approval- Agenda approved. Aly motioned. Joanne seconded.
3. Public Comment- None
4. Approval of Minutes of June 11, 2014 Motioned by Warren. Seconded by Aly. All approve. No corrections.
5. Old Business –
 - Customer Survey- Catherine Murphy is interested in spearheading the customer survey. Catherine has reviewed past customer surveys and now seeks input from Commissioners regarding what types of questions should be included in the new survey. A sheet was circulated around the table so Commissioners could write in what questions they want the survey to include. Discussion about how the survey will be distributed, if it will be an in-person survey at the market and/or a written or web-based survey. Would the Village be willing to use the Village website, social media, or mailings to distribute the survey? Molly volunteers to check into this.
 - Bike Racks Update- Three new bike racks were added after the last meeting. They are located on the east side of the market. There are also bike racks available at Ridgeland Commons.
 - Restrooms- Restrooms are now available at Ridgeland Commons. On the exterior wall near the baseball field on the west side of the building.
 - Work plan- Molly reviews certain items on the work plan and summarizes them.



- a. Vendor Summary- Jessica sends the vendors a Survey Monkey survey at end of year. This end of season survey can be tailored to issues relevant to the market. If anyone has suggestions on what should be included in this year's survey, let Jessica know.
- b. Food Rescue- Aly has taken on the task of organizing the food donation program and has put together an annual schedule. She's doing a great job. Jessica will remind the vendors of the program.
- c. Go Green- Rebekah has been handling this for the past couple of years.
- d. Revised Farmers' Market Ordinance- During 2013 the Commission reviewed the ordinance and rules and made suggestions for how these documents should be updated. When Commissioner numbers dwindled, these discussions were tabled. Courtney volunteers to be the lead person on restarting the discussion of updating the ordinance and rules. Changes that were considered by the previous iteration of the commission include:
 - i. Add/update the vendor discipline plan
 - ii. Make the ordinance more flexible on picking types of vendors.
- e. Networking with other farmers' markets regarding farm inspections- IL Farmers' Market Association has taken the lead on this. Jessica is involved.
- f. Food demo- Courtney and Jasmine are interested in finding chefs interested in participating in the food demo. Thus far, the only food demo interest we have had is from Flavour Cooking School, but they haven't signed up for a date yet. The commission brainstorms about the idea of a "Top Chef"-type competition using products from the Farmers' Market.
- g. Corn Roast- Warren is in charge of the Corn Roast, which is taking place Aug 16th. As usual, we will need lots of volunteers. Jessica reports that there are only three staff working that day, so perhaps will need some village staff to help take up some slack. Molly will work with Warren about getting volunteer shifts.

6. New Business

- Plastic bags- We have received some requests from customers about eliminating plastic bags at the market. The village is also considering an ordinance against plastic bags. There is discussion on how exactly we'd eliminate plastic bags at the market. Would compostable bags be allowed? Would the village help the vendors pay for the increased cost of compostable bags? Catherine volunteers to help write grants, if there are some available. Discussion of possible actions: maybe do a vendor survey now to ask how vendors handle plastic bag rules at other markets? Maybe give away paper bags as a promo? Maybe add a smaller, cheaper reusable bag to our line of products? Maybe roll that into the 40th anniversary art contest?

7. Farmers' Market Chairperson Report- Molly McDonough-Carson



- 40th Anniversary of Market- The Commission discusses options for commemorating the 40th anniversary of the market. Perhaps the Library could help do research and create a display at the library? OP Chamber of Commerce is interested in helping with outreach to restaurants and the 40th.
- Kids' activity- There is widespread interest amongst the Commission in doing kids' activities at the market. We could have a few dates where kids' activities are offered or we could plan something for every weekend. The Library discusses some ideas they've seen done at other farmers' markets.
- Farm to table- Catherine and Courtney are still interested in doing this. The commission brainstorms how this might work. Would this be part of the 40th? What if instead of doing a food to table dinner what if we instead do a farm dinner at one of the farmers' places. Or a parade of farms? Many events throughout the season? Master calendar of what's happening on the farms? Fold that into vendor of the week?
- Recognizing the Farmers' Market Band- Molly would like to come up for a way to recognize the band and show our appreciation for what they bring to the market. Molly asks the Commission to think about it and come up with ideas for the next meeting.

8. Farmers' Market Liaison report- None. Not present

9. Farmers' Market Manager report:

- \$1,201.25 was raised via a bake sale for the LINK Double Coupon program by Warren and John Owens.
- Farm inspections: No farm inspections are scheduled at this time. Jessica will check with Mike to see if she has the green light to go ahead and schedule them.

10. Report from church liaison- None. Not present

11. Report from vendor liaison- None. Not present

12. Adjourn 8:55pm

Next Meeting Wednesday, August 13, 2014