



FARMERS' MARKET COMMISSION

January 14, 2014

7:00PM

Village Hall – Room 102

Present: Chairperson: Molly McDonough Carson; Commissioners: Joanne Balice, , Courtney Greve Hack, Jennifer Purrenhage, Erin Schoop, Aly Schoenfeldt, Adam Gill
Market Manager: Jessica Rinks; Staff Liaison: Mike Charley; Farmers' Liaison: Jim Vitalo; Church liaison: Jeff Petertil; CIC Liaison: Frank Pond

Excused: Commissioners: Jasmine Cleofe, Warren Bakker;

1. Call to Order – Meeting was called to order at 7:05 pm
2. Agenda Approval – Agenda was approved without changes
3. Public Comment – Bob O'Hara introduced himself. Bob is a potential Farmers' Market commissioner and is attending this meeting to fulfill one of the requirements to become a commissioner. He has lived in Oak Park since 1979 and currently lives at 303 S. Humphrey Ave. Bob is an avid gardener and this is why this commission interests him the most.
4. Introduce New Farmers' Market Commissioners
 - a. Adam Gill- Has lived in Oak Park for 5 years. He is interested in sustainability and is interested in local foods.
 - b. Sandra Novack-Gottshall – Sandra stated that this is her sixth year in Oak Park. She is a huge advocate of the farmers' market and visits the market weekly during the season. She is a writer and is working on her third book from her home office.
5. Approval of Minutes - November 12, 2014 – The minutes were approved without changes.
6. Old Business
 - a. 40th Anniversary – Jen Purrenhage provided the commissioners a document titled FM 40th events: prioritization and decision-making matrix which summarizes all the ideas and potential activities that are being considered for this year's 40th anniversary. Jen recommended that the commission review the list and prioritize what can be accomplished in 2015.
 - i. A motion was made by Courtney Greve-Hack to design a standard 40th anniversary t-shirt and also to create a 40th anniversary logo through a design contest. The logo being used to promote the



market. The motion was approved. Further discussion occurred and a commissioner of Market staff will contact the Oak Park Arts Council to determine if they can help with a logo contest.

- ii. A motion was made to promote the 40th anniversary on the Lake Street Theatre marquis. Joanne Balice will contact the theatre.
- iii. Banners – Joanne Balice will contact the Village’s Business Services Manager Loretta Daly to determine where 40th anniversary banners, if produced could be displayed in different business districts/areas around Oak Park. Courtney Greve-Hack will check on banner costs and provide information on this at the next meeting.
- iv. Jessica Rinks will check with the Communications Department to determine how the Village’s website and other means of communication to customers can best advertise the 40th anniversary.
- v. There are other activities on the 40th anniversary matrix that will be discussed at future meetings. Molly McDonough Carson requested that all commissioners review the document and come to the next meeting prepared to discuss the matrix.
- vi. Partnering with restaurants – Courtney Greve-Hack will contact Oak Park restaurants to gauge interest.

- b. Kid Events – Ally Schoenfeldt submitted a list of different kid orientated events that can be planned in 2015. The list will be discussed in further detail at a future commission meeting. It was noted that the Oak Park Library has offered to help with kid day activities and they should be contacted when developing the different activities to request their help.

7. New Business

- a. The commission members discussed the possibility of marching in the 4th of July parade, which is a Saturday in 2015. Molly McDonough Carson stated that she will contact the parade organizers to determine how the Farmers’ Market Commission can be involved.
- b. Molly McDonough Carson asked if Mike Charley to invite Dave Powers and Patrick Rollens from the Village’s Communications Department to an upcoming Farmers’ Market meeting; feedback from other commissioners is that they would appreciate them attending an upcoming meeting.
- c. Compostable Bags – Erin Schoop will acquire costs for compostable bags and provide information at the next commission meeting.

8. Farmers’ Market Chairperson Report – Molly McDonough Carson provided her reports under old and new business.

9. Farmers’ Market Liaison Report – Nothing new to report at this time.

10. Farmers’ Market Manager Report

- a. Vendor Roster Update:



- i. Jessica Rinks stated that the two bread vendors that participated in 2015 are not returning: Ingram's Bread and Rise & Roll. Jessica stated that she is currently researching other bread vendors that could possibly apply to participate in 2015. She will be contacting them very soon.
 - ii. Jessica stated that Hazard Free Farm has stated that they may not be coming back, although the final decision has not been made yet.
 - iii. Jessica stated that there has been no response from Big Head Farm to-date.
 - iv. Jessica stated that Ted's hasn't confirmed that they will return.
 - v. Tree of Life, a past vendor at the market (prior to 2014's season) contacted Jessica and stated they may be interested in returning to the market.
 - b. Vendor Survey Update – Jessica provided an update that 19 vendors (of 27 vendors) completed the survey. Jessica read several survey question results to the commissioners providing a brief summary of the results. Jessica noted that this survey was shared via email to the commissioners prior to this meeting and they can review the survey in further detail via this document.
11. Report from Church Liaison – Jeff stated that the church is working with the Village to renew the lease agreement, which expired on December 31, 2014.
12. Report from Vendor Liaison – Jim Vitalo was not present at the meeting, however Jim did contacted Jessica Rinks and asked her to communicate to the commission that he is pro-food truck.
13. Adjourn @ 8:50 pm

Next Meeting Wednesday, February 11, 2015