



## FARMERS' MARKET COMMISSION

February 11, 2015

7:00PM

Village Hall – Room 102

Present:	Chairperson:	Molly McDonough Carson;
	Commissioners:	Joanne Balice, Jasmine Cleofe, Adam Gill, Sandra Novack-Gottshall, Jennifer Purrenhage, Erin Schoop
	Staff Liaison:	Mike Charley
	Village Staff:	Dave Powers, Communications Director Patrick Rollens, Communications/Social Media
	Public:	Todd Kuna, Robert O'Hara, Bridget Opholt, Oak Park Public Library
Excused:	Commissioners:	Courtney Greve Hack, Warren Bakker
	Staff:	Jessica Rinks, Farmers' Market Manager
	Church Liaison:	Jeff Petertil
	Vendor Liaison:	Jim Vitalo
	CIC Liaison:	Frank Pond

1. Call to Order @ 7:00 pm
2. Agenda Approval – Agenda was approved
3. Public Comment - Todd Kuna introduced himself as a potential commissioner. Todd is attending the meeting as part of the process of qualifying to be appointed to the commission by the Village Board.
4. Approval of Minutes - Molly McDonough Carson noted that the hyphen must be removed from her name in the draft minutes from January 14, 2015. After this change was made the minutes were approved.
5. Village Communications Department Q & A
  - a. Dave Powers and Patrick Rollens from the Village Communications Department provided information on how the Communications Department can help the Farmers' Market Commission
    - i. Oak Park FYI – Is sent out to every residential property address, 24,000 addresses. 9 issues are sent annually. Months sent: January, February, March/April, May, June, July/August, September, October, November/December. Deadline is the month prior on the 12<sup>th</sup>



- ii. Social Media – Tweeting, Facebook – Dave and Patrick communicated that if the commission sends them photos, stories, vendor of the week, bake sale information etc, they can share this information via social media
- iii. E-News – Will go out when they have sufficient stories to go out. There are 3,000 subscribers. Dave recommended that information for e-news be sent to the Communications Department early in week, so email can go out prior to Friday.
- iv. Graphic Design – The Communications Department can help create and design postcards, flyers, posters, etc
- v. Molly recommended sending out a marketing piece regarding the Double Coupon program and LINK processing. Dave Powers responded that if the commission provides the information that the Communications Division can help market LINK and Double Coupons.
- vi. Jennifer Purrenhage asked about tweeting during the market. Molly stated that anyone can tweet and tag VOP account the to the post and it will be posted on the Village's tweet account.
- vii. Molly stated that certain vendors have asked not to be photographed; according to Molly the vendors have the right to request this. It was discussed to add language in an agreement with the vendors stating that they are allowing the Village to photograph or video tape them for marketing purposes. Mike Charley will look into this prior to the next meeting.

## 6. Old Business

### a. 40<sup>th</sup> Anniversary Updates

- i. Banners – Joanne Balice provided an update. Joanne emailed Loretta Daley regarding installing banners in specific areas of the Village. Mike Charley provided feedback that he had met with Loretta two days ago and she recommended placing light pole banners around Oak Park where the current Welcome to Oak Park banners are located. Loretta had informed Mike that the banners are currently located at most of the main entrances to Oak Park. Loretta stated that we can replace as many of these banners as we'd like. Mike will speak to Loretta Daly to get more information on this prior to the next meeting.
- ii. Marquee at Lake Theatre – Joanne Balice stated that she has spoken to the theatre and they said that they would put up information on the Marquee regarding the Farmers' Market. Joanne will follow-up.
- iii. 4<sup>th</sup> of July – Molly stated that the commission must fill out an application if they want to march in the parade.
- iv. Partnering with restaurants – Courtney Greve-Hack produced a draft flyer that is intended to be distributed to Oak Park restaurants. The flyer will be reviewed by the Communications Department and refined prior to being ready for distribution.



- v. Thursday nights out – the decision was made to forgo Thursday nights out.
  - vi. Videos – Mike Charley stated that Joe Kreml, Village Communications Department has agreed in principle that he can film and then create the following videos in 2015: Meet the Band video, Meet a vendor video(s), Meet the donut makers.
  - vii. Molly stated that she did speak to the accordion player in the band regarding the 40<sup>th</sup> Anniversary and there is some response back from the band that they would be interested in participating in the 40<sup>th</sup> celebration. Molly suggested that we can start the band member of the week. Sandra Novack-Gottshall stated that she would be willing to take the lead on this. Molly stated that the band would be willing to participate in the story telling at the Farmers' Market. This band member also had ideas on possibly bringing in someone or music from the Old Town School of Music.
  - viii. Sandra had the idea of acquiring a portable scenery backdrop that can be used for story time and other applicable events throughout the market season. Sandy stated that she would look into this further, including contact some theater people she knew.
  - ix. Kids' activities were tabled until next meeting.
  - x. Bags contest – logo contest – will be discussed at the next meeting.
- b. Erin Schoop updates– The OP library had previously created a list of vendors that offered opportunities for people to visit their farms. Molly suggested that we ask vendors to update this information prior to the season starting. Adam recommended that the commission use the Village's social media to promote this.
  - c. Compostable bags – Erin Schoop asked what size bags the commission would recommend her researching. Medium grocery sized bags (16"x19" bags) is what she is researching now. \$118 for 500 bags = 23.6 cents/bag. Molly stated that this is a great way to promote with Green Day.
  - d. Erin Schoop stated that she wants to schedule the volunteer event (Friends of the Oak Park Farmers' Market) at the library the second week of May. Erin will attempt to provide information on the event to the Communications Department by tomorrow to see if this information can be marketed within the Oak Park FYI.
7. New Business
8. Farmers' Market Chairperson Report - old and new business is where Molly's comments are located.
9. Farmers' Market Liaison Report



- a. Purchasing Policy – Mike described the Village’s purchasing policy to the commission.

10. Farmers’ Market Manager Report – No report

11. Report from Church Liaison – No report

12. Report from Vendor Liaison – No report

13. Adjourn @ 9:00 pm

Next Meeting            March 11, 2015