



FARMERS' MARKET COMMISSION

March 11, 2015

7:00PM

Village Hall – Room 101

Present: Acting -Chairperson: Erin Schoop; Commissioners: Joanne Balice, Jasmine Cleofe, Adam Gill, Sandra Novack-Gottshall, Courtney Greve Hack, Robert O'Hara CIC Liaison: Frank Pond; Staff Liaison: Mike Charley; Village Staff: Dave Powers, Communications Director, Jessica Rinks, Farmers' Market Manager; Church Liaison: Jeff Petertil; Public: Todd Kuna

Excused: Commissioners: Warren Bakker Jennifer Purrenhage, Molly McDonough
Carson: Vendor Liaison: Jim Vitalo

1. Call to Order
2. Agenda Approval – Agenda approved
3. Public Comment – Dave Powers presented information that the Village Manager has proposed creating posters of Roberta Raymond's artwork; which are paintings of flowers purchased at the Oak Park Farmers' Market. The posters would be purchased by the Village Manager's Office and could be sold at the market. David stated the posters were still a work in progress and that more information would be provided at a later date.
4. Approval of Minutes - February 11, 2015 minutes approved
5. Old Business
 - a. 40th Anniversary updates
 - i. Banners – Three quotes for banners were obtained by Joanne Balice. Based on the quotes, it shows that the banner company used during the last banner purchase in 2010 was the least expensive. Jessica Rinks will contact the banner company to purchase banners. It was agreed that 8 banners would be purchased and hung in key areas around Oak Park.
 - ii. Partnering with restaurants – According to Courtney Greve-Hack the restaurant flyers are being finalized by Patrick Rollens, the Village's Social Media person.. The Village will print a couple of hundred of the flyers.
 - iii. Story-Time Backdrop – Sandy Novack-Gottshall contacted theatre groups inquiring about backdrops and has not found any suitable backdrops. The commission consensus is that a backdrop is a great

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idea, but must be free. Ideas for a backdrop included painting existing tent sides and/or fabric.

- b. A “Friends of the Farmers’ Market” recruitment meeting has been scheduled for May 14, 7:30 pm @ Oak Park Public Library. Commissioner Erin Schoop will facilitate this meeting.

6. New Business

- a. Bob O’Hara requested that at a future meeting that the following new business be discussed:
 - i. 2014 Patron survey be discussed in more detail
 - ii. Seniors and the farmers’ market
 - iii. Standard measures for products sold at the market
 - iv. Whether the postal service can be invited to participate at the market, possibly the mobile post office truck could visit the truck
 - v. Should the commission have a 10 year plan, setting goals
- b. A recommendation was made by Bob O’Hara to provide a “frequently asked questions” document that can be shared with new commissioners. Courtney Greve-Hack stated that she supported this and that this would have helped her when she first started as a commissioner. Courtney stated that she would take the lead in drafting the document.

7. Farmers’ Market Chairperson Report (Erin Schoop)

- a. Village of Oak Park Plastic Bag Survey - The Village of Oak Park is doing a survey on plastic bags. Information on the survey was shared during the meeting

8. Farmers’ Market Liaison Report

9. Farmers’ Market Manager Report

- a. 2015 Vendor list – Jessica Rinks provided an update on the vendor list to-date, including which vendors are returning and new applying vendors

10. Report from Church Liaison –

- a. Jeff Petertil stated that the Church is working with the Village on working with the Village to renew the farmers’ market lease agreement

11. Report from Vendor Liaison

12. Adjourn @ 9:00 pm

Next Meeting Wednesday, April 8, 2015

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