



FARMERS' MARKET COMMISSION

Meeting Minutes

April 8, 2015

7:00PM

Village Hall – Room 102

Present: Chairperson: Molly McDonough Carson; Commissioners: Erin Schoop; Joanne Balice, Jasmine Cleofe, Adam Gill, Sandra Novack-Gottshall, Todd Kuna, Courtney Greve Hack, Jennifer Purrenhage
CIC Liaison: Frank Pond; Staff Liaison: Mike Charley; Jessica Rinks, Farmers' Market Manager; Church Liaison: Jeff Petertil; Phillip Keeku

Excused: Commissioners: Robert O'Hara Warren Bakker,; Vendor Liaison: Jim Vitalo

1. Call to Order @ 7:00 pm

2. Agenda Approval – Motion made by Adam Gill, Seconded by Joanne Balice. Motion passes and agenda was approved.

3. Public Comment – Phil Keeku introduced himself as a possible future farmers' market commissioner. Phil stated that he just interviewed with the CIC and he is interested in the Farmers' Market commission. Phil stated that he grew up on a farm and still does gardening.

4. Approval of Minutes - March 11, 2015 – Minutes were approved after an they were updated to correct the spelling of O'Hara in two locations.

5. Church Liaison Report – Jeff Petertil stated that the lease agreement is being reviewed by the church. Jeff stated that the current language as negotiated looks great, although the church must still review the current version. Jeff stated that the church wanted a 10 year lease agreement, however the Village has provided for a 5 year lease agreement with subsequent 1 year renewals. Adam Gill requested a copy of the lease agreement. Mike Charley stated that he would reach out to the Village Attorney to determine whether he can release the draft agreement. Jeff stated that all the donut partners that participated in 2014 are returning to participate in 2015.

6. Vendor Liaison Report – not present, no report

7. Chair Report

– Meeting format overview – Molly McDonough Carson communicated that moving forward commissioners should forward agenda items to her prior to each meeting. Molly will then review the suggested agenda items when preparing the agenda. Molly noted that agenda items must be listed on the agenda for there to be voting on that agenda item at the actual meeting.



- Day in Our Village update – Molly stated that she has registered for the event.
- Fourth of July Parade – Molly asked commissioners if they had any interest in walking in the parade. The response showed that at this point there isn't much interest for the commission to participate, therefore she will not sign up at this point.
- Green Days – Molly will work with Jessica Rinks on preparing for this event which includes contacting past participants.

8. Committee/Project Reports

- Friends Update – Erin Schoop stated that there is a Friend's Recruitment night on May 14 from 7:30 pm to 9:00 pm at the main branch of the Oak Park Public Library.
- Commissioner FAQs – The draft FAQs were started by Courtney Greve-Hack and Molly. The FAQs are a work in progress and will continue to be updated until finalized. Adam Gill recommended that a second FAQ be created called "What to do at the booth". This FAQ would be distributed to commissioners.
- Children's Activities – Courtney Greve Hack will be distributing a children's activities calendar at the next commission meeting
- 40th Update – Banners will be ordered by Jessica.
- Plastic bags initiative – Molly stated that compostable bags will be ordered and sold at cost to promote their use.

8. Old Business

- Village Manager posters – Molly stated that she will be following-up with Dave Powers, Village Communication Director regarding the posters.

9. New Business

- Addressing needs of seniors – Molly stated that she would be in favor of reaching out to seniors to promote the market. The commission responded favorably. This will be worked on moving forward throughout the market season.
- Farmers' Market 2015 Patron Survey- Adam asked whether the survey could be revisited. Molly stated that the survey has been discussed in detail at previous commission meetings and that she would not entertain a motion to complete another thorough review of the survey. However, Molly did state that if any of the commissioners would like to add a specific agenda item to discuss as a result of the commissioners reviewing the survey, they should notify her so that that item can be considered for a future commission agenda.
- Patron attendance survey – The commission discussed completing an attendance survey this market season. Sandra Novack-Gottshall stated that she will work with her husband (a statistician) to provide a methodology for counting attendance.

10. Farmers' Market Liaison Report – Mike stated that there are two new Farmers' Market assistants (Cheryl Curry and Robin Schirmer).

11. Farmers' Market Manager Report

- Jessica provided the commissioners with the "Help us Celebrate 40 years in the Village" flyer that will be distributed to local restaurants inviting them to participate as a food demonstration participant and to encourage restaurants to use farmers' market products as part of a menu item.



- Jessica provided an update on vendors and shared an updated draft market vendor map.
- Jessica stated that there were more bake sale applicants than available bake sale dates. Jessica stated that she is considering a lottery approach next year versus the current first-apply first-schedule approach.
- Jessica inventoried the clothing this last week. A 40th year t-shirt will be created in one color and sold at the information tent. Jessica is open to commissioners recommending new t-shirt colors. Jessica will email a link to the color options and commissioners can provide input at a future commission meeting. Jessica stated that canvas bags will be reordered because their inventory is low.
- Jessica stated that Mike Charley and she met with John Owens and Warren Bakker from the Shawnash Institute regarding the double coupon program. Jessica stated that Shawnash will be fundraising this year to raise more monies to donate into the double coupon program. Currently Shawnash is scheduled to participate as a bake sale participant at the market, will be having a fund raiser at Warren Bakker's home on May 22 and will be reaching out to past donators requesting donations.

13. Adjourn - A motion was made by Courtney first and seconded by Sandy, the commission voted to adjourn at 8:46 pm

Next Meeting Wednesday May13, 2015