



FARMERS' MARKET COMMISSION

Meeting Minutes

May 13, 2015

7:00PM

Village Hall – Room 101

Present: Chairperson: Molly McDonough Carson; Commissioners: Erin Schoop; Joanne Balice, Jasmine Cleofe, Adam Gill, Sandra Novack-Gottshall, Todd Kuna, Courtney Greve Hack, Jennifer Purrenhage Robert O'Hara CIC Liaison: Frank Pond; Staff Liaison: Mike Charley; Jessica Rinks, Farmers' Market Manager; Guest: Bridget Opholt

Excused: Commissioners: Warren Bakker, Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil

1. Call to Order @ 7:01 pm
2. Agenda Approval – Motion made by Sandy Novack Gottshall, Seconded by Jennifer Purrenhage; Commission voted to approve agenda.
3. Public Comment – No public comment
4. Approval of Minutes – Motion made by Adam Gill, Seconded by Todd Kuna; Commission voted to approve the minutes.
5. Church Liaison Report (Jeff Petertil) - Excused from meeting, no report.
6. Vendor Liaison Report (Jim Vitalo) – Excused from meeting, no report.
7. Sampling of Market attendance – Phil Gottshall presented information to the commission regarding different options to sample market attendance. Four methods were presented by Phil. The outcome is that collecting data on visitor count is important and that Sandy Novack-Gottshall and Phil will work with market management to ensure the count is completed this market year.
8. Chair Report
 - a. Go Green Days update – Molly has confirmed six organizations are scheduled to participate on day 1 and five organizations are scheduled to participate on day 2. Molly stated that there are still several opening for each day and she will continue to solicit organizations between now and Go Green days.
 - b. Garage/Pool plans – Molly referenced an article that was published in the Chicago Tribune and Patch where the Oak Park River Forest High School has plans to purchase the parking garage on the northwest corner of Scoville and Lake Street, demolish it and build a pool. Mike Charley recommended that he



reach out to key Village staff regarding this issue and provide more information to the Farmers' Market Commission at a future meeting.

- c. Commissioner FAQs –The FAQ's are nearly complete. Jessica Rinks stated that she had one or two subtle updates to make prior to them being official.

9. Committee/Project Reports

- a. Friends Update (Erin Schoop) – Friends recruitment meeting is scheduled for May 14 @ main branch of the Oak Park Public Library. Erin will be managing the “Sign-up Genius” for the market year.
- b. Children's Activities (Courtney Greve-Hack) – Courtney distributed a document titled “Oak Park Farmers' Market 2015 Children's Activities Plan” which included a list of market dates and children's activities planned for the 2015 market season. In general the children's activities will be scheduled for the last Saturday of each month.
- c. Restaurant outreach (Courtney Greve-Hack) – Courtney handed out a spreadsheet that showed a tentative list of restaurants that have already been contacted by commissioners. Courtney stated that Jessica Rinks will be distributing flyers (created by the Village Communications Department) via email to Oak Park restaurants to encourage participation in the food demo program.
- d. 40th Update (Library activities - Jen Purrenhage) – Bridget Opholt from the library stated that there is a new library book bike that is mobile and carries books. The book bike will visit the farmers' market a few times this summer according to Bridget. Jen stated that the library will be doing some themed displays at the library and the themes will be used to advertise the farmers' market. There is also an idea box in the lobby and there are plans to use it for farmers' market activities.
- e. Plastic bags initiative (Erin Schoop) – Jessica Rinks is still researching purchase of the compostable plastic bags. Erin submitted a motion. The motion was “For the commission to recommend that the market staff purchase up to 1,000 compostable bags, give away compostable bags to vendors to promote the environment and sell the remaining bags at the information tent as merchandise.” Seconded by Courtney. Molly noted that this is part of that Farmers' Market work plan to promote the environment. Jessica stated that staff and/or commissioners will use the bags to encourage vendors to also purchase the bags. The commission approved the motion

10. Old Business

- a. Posters – Molly asked for an update on the posters. Mike Charley communicated that Dave Powers emailed him and provided him an update that the Village Manager is still moving forward with the posters and will distribute the posters without selling them at the farmers' market.

11. New Business



- a. Electricity at the market – Bob O’Hara stated that he met with Cara Pavlicek at the Village of Oak Park volunteer appreciation event and discussed the idea of adding electricity within the parking lot. Bob stated that Cara responded favorably to the idea and communicated to Bob that she would be happy to meet with Mike Charley and/or other Village staff to discuss the options with adding electricity at the market.
- b. Mobile Post Office – Bob O’Hara stated that he has reached out to the US Post Office and they would be willing to visit the market twice this market season with their Mobile Post Office.

12. Farmers’ Market Liaison Report (Mike Charley)

- a. Mike stated that it’s very likely that the Village/Farmers’ Market will receive an additional \$8,000 in CDBG funds for the Double Coupon program in 2015. This grant period is from July 1, 2014 to September 20, 2015.
- b. Mike stated that he has applied for \$10,000 in CDBG funding for the next funding year which would run from October 1, 2015 to September 30, 2016.
- c. Mike reminded the commissioners to communicate special events and other tidbits of information regarding the market activities to Molly and/or Jessica so that the Communications Department can market farmers’ market activities using the Village’s available social media including the Oak Park FYI, TV-6, E-News, Facebook and Twitter.
- d. Mike communicated to the commission the process of purchasing items for the farmers’ market including asking market staff to make purchases, getting pre-approval for purchases, purchasing items using the Village’s tax-exempt status and going through the appropriate purchase request process.

13. Farmers’ Market Manager Report (Jessica Rinks)

- a. Jessica stated that she has submitted an order to a local Oak Park business to purchase 40th t-shirts, regular shirts and aprons.
- b. Jessica stated that at this point there is only one bread vendor that has committed to participating in 2015. Jessica stated that we will have around 26 vendors for 2015.

14. Adjourned at 8:56 pm

Next Meeting Wednesday, June 10, 2015