



FARMERS' MARKET COMMISSION
Meeting Minutes
June 10, 2015
7:00PM
Village Hall – Room 101

Present: Chairperson: Molly McDonough Carson; Commissioners: Erin Schoop, Joanne Balice, Jasmine Cleofe, Adam Gill, Todd Kuna, Courtney Greve Hack, Jennifer Purrenhage, Bob O'Hare; CIC Liaison: Frank Pond; Staff Liaison: Mike Charley; Jessica Rinks, Farmers' Market Manager;

Excused: Commissioners: Warren Bakker, Sandra Novack-Gottshall, Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil;

1. Call to Order @ 7:05 pm
2. Agenda Approval – Motion by Courtney Greve-Hack and seconded by Erin Schoop; Motion passed
3. Public Comment – Makesha Benson participated in public comment. Makesha stated that she is a resident of Oak Park and an owner of a specialty relish company where her business office is Oak Park. She asked what the commission is doing to promote local business and stated that it would benefit her relish company to be able to participate (sell) at the market. Adam Gill responded that local businesses were allowed to participate during Go Green Days, responding to her inquiry about how the Farmers' Market promotes local businesses. Molly then communicated that the Village's Farmers' market Ordinance defines which businesses can participate in the market, and unfortunately her relish business would not qualify as a participant. Mike Charley communicated that at one time the ordinance had a local business category, and her business may have fallen under that category, however the ordinance was revised and this category was removed. Mike recalled that the farmers' market commission and market manager at that time recommended removing the category of vendor and the Village Board approved this ordinance amendment. Mike then stated that he remembers the rationale for removal of this category was to keep the market a "pure" market where participants were primarily farmers that grew, raised or harvested the products they sold.
4. Approval of Minutes – May 13, 2015 – Motion was made by Joanne Balice and seconded by Adam Gill. Motion passed and minutes approved.
5. Church Liaison Report (Jeff Petertil) – Jeff communicated that donut sales have been good the first three weeks. Jeff stated that the first Saturday on May 23 set a market record for donut sales revenue.



6. Vendor Liaison Report (Jim Vitallo) – No report
7. Sampling of Market attendance – Molly Carson noted that an attendance survey was conducted on May 23, 2015. The commission has tentative plans to survey the market attendance again on June 27 and possibly one date in July.
8. Chair Report (Molly Carson) –
 - a. Go Green Days recap – Molly stated that the event went well for both weeks. The event participants had patrons visiting their booths during the event and the participants were happy with the event.
 - b. Ordinance update – Molly distributed the draft ordinance via email prior to the meeting. Molly recommended that commissioners review the ordinance and be prepared to discuss changes at a future meeting. Bob O’Hare inquired about how farm inspections relate to the commission and the ordinance. Bob also inquired what the process is regarding amending the ordinance. Molly provided some feedback on the processes including stating that the commission has the duty to make recommendations to the Village Board for any changes in operating policies or regulations. The outcome of the discussion was that the commissioners will review the ordinance and be prepared the ordinance at a future meeting.
 - c. Sampling update – See “Sampling of Market Attendance” above.
 - d. Composting Partnership – Molly stated that she would like to see some coordinated composting education at the market.
 - e. Master Calendar – Molly stated that she has circulated a master calendar to commissioners and to the Village’s Communications Department.
 - f. Meet the Musician/QA Vendor of the Week – Molly communicated that she will table this discussion for now, but did provide some background on the program to the commissioners.
 - g. Senior Committee – Molly stated that she is in favor of the commission discussing senior moving forward. She asked Bob if he wanted to take the lead on this initiative. Bob stated that he would consider this and talk to Molly later regarding this opportunity.
9. Committee/Project Reports
 - a. Day in Our Village (Erin Schoop/Molly Carson) – Erin recommended that at next year’s Day in Our Village that there is a flyer that they can hand out with information on the market. Erin stated that overall it went well. Molly stated that there was a whole page of volunteer sing-ups at the event.
 - b. Friends Update (Erin Schoop) – Erin stated that the number of friends continues to rise.
 - c. Children’s Activities (Courtney Greve-Hack) – Courtney stated that the first children’s’ activity was wildly successful, with 300 kids planting seeds. At the second market Magical Minds came and according to



Molly they had 50-60 kids participate. Molly stated that Magical Minds said it went great and Todd Kuna stated that Magical Minds said that they would be happy to participate again.

- d. Restaurant outreach (Courtney Greve-Hack) – Courtney stated that commissioners have reached out to some restaurants and she has heard back from two restaurants, she will continue to work with restaurants encouraging their participation.
- e. 40th Update (Library activities - Jen Purrenhage) – No updates
- f. Plastic Bags initiative (Erin Schoop) – Erin distributed bags to vendors and educated the vendors on the benefits of the bags. Erin communicated this is a commission initiative to “go green”. Jessica stated that the compostable plastic bags are not selling at the information booth very well. Molly recommended marketing the bags more at the market somehow.
- g. Publicity (Courtney Greve-Hack, Todd Kuna, Joanne Balice) – Molly thanked everyone for the continued outreach including Kid’s Day, the Lake Street Theatre Marquee and Go Green Days. Molly wanted to remind everyone to continue to think of ways to promote the market. Todd mentioned that he has an idea to purchase or build a photo board where families can stick their heads into holes to take pictures at the market.

10. Old Business

- a. Parking Garage – Molly asked Mike Charley if there were any internal Village updates on the garage. Mike stated that he had spoken to Jill Velan, Parking Services Supervisor and Jill communicated that she will provide information to the Farmers’ Market Commission when there is more concrete and tangible information to share.
- b. Electricity at the market – Mike provided an update to the commission that he met with Bill Madlener from Public Works at the Pilgrim Church lot to brainstorm the different electricity options. The outcome of the discussion include the following options:
 - i. Option #1/Extension Cord – An extension cord could be hung over the existing walkway using two adjacent trees. Public Works would assist in the hanging of the cord prior to and after the market season.
 - ii. Option #2/Outlet on a Light pole – Public Works may be able to install an outlet on a light pole, however the outlet will have a very small amperage pull. The Public Works Department would have to complete more testing to determine if this was a viable option.
 - iii. Option #3/Install electrical service – Bill Madlener noted that the Colt parking lot has electrical service that potentially could be moved to the Pilgrim lot if/when the high rise building project is scheduled to start.



Mike Charley noted that all three options must be vetted further including making sure the Pilgrim Church provided significant input moving forward.

11. New Business - No new businesses

12. Farmers' Market Liaison Report (Mike Charley) – Mike stated that \$8,000 in additional CDBG grant monies were approved for the Double Coupon program bringing the total monies available for 2015 to approximately \$14,000.

13. Farmers' Market Manager Report (Jessica Rinks) – Jessica stated that a new bakery La Provence Baking is joining the market on June 27. Jessica stated that she has decided that doubling up some bake sale dates is necessary to accommodate all the bake sale applicants. According to Jessica there were 8 vendors that didn't get a spot, so all 8 of these vendors will be offered a date where they can be fit into the market. Jessica stated that "No curb" signage was placed on the alley curbs this last week, although it didn't deter patrons from sitting on the curb. Market staff will monitor the curb seating moving forward, requesting patrons not sit on the alley curb.

14. Adjourn @ 8:59 pm

Next Meeting Wednesday, July 8, 2015