



FARMERS' MARKET COMMISSION
Meeting Minutes
November 11, 2015
Village Hall – Room 101

Present: Chairperson: Molly McDonough Carson; Commissioners: Joanne Balice, Dominic Cianciolo, Jasmine Cleofe, Erin Schoop, Courtney Greve-Hack, Mary Chris Jaklevic, Sandra Novack-Gottshall, Jennifer Purrenhage, Erin Schoop; Staff Liaison: Mike Charley; Farmers' Market Manager: Jessica Rinks; Church Liaison: Bruce Cox; Vendor Liaison: Jim Vitalo

Excused: Commissioners: Adam Gill, Todd Kuna; CIC Liaison: Frank Pond;

1. Call to order @ 7:04 pm
2. Agenda approval: Agenda approved, first by Schoop, second by Balice
3. Public Comment: None
4. Approval of minutes: Update made to "Jaklevic" that was misspelled in minutes
5. Minutes approved: first by Schoop, second by Balice
6. Church Liaison Report: Chair McDonough Carson read an email received from church liaison Jeff Petertil. In summary Jeff stated that donut sale revenue is down a bit for two years in a row, not a lot; likely correlated to the rainy weather in the fall. The church would be interested in to know whether vendor sales are down. Bruce Cox from the church did attend this meeting. He made statement that the church is installing new commercial kitchen ventilation to resolve some issues with the system. The installation will be done prior to the market starting in 2016.
7. Vendor Liaison Report: Jim Vitalo stated that he has a theory on the reduced donut sales; simply that the economy isn't as good as before so people are paying less donuts. According to Vitalo the "Average Joe ain't got no dough". Vitalo stated that he believes that the vendors' prices are way too high, so this may be affecting overall vendor sales. Chair McDonough Carson responded that in the last customer survey she recalls customers being concerned about the cost of the products sold at the market. Jim recommended using social media to advertise the market. Courtney Greve-Hack stated that she would be happy to give a presentation to the vendors regarding using social media as a marketing tool
8. Chair Report – Chair McDonough Carson thanked all the commissioners and farmers' market staff for all their hard work in 2015.
9. Farmer Market Liaison Report: Mike Charley provided some information on the 2016 budget, including that the draft budget includes a small increase in operational costs to purchase more merchandise (for sale) and monies to install electrical service. Mike communicated that there has been no definite decision on the electricity, but personnel costs to have an electrician from Public Works work

the market may preclude the installation of electricity for now. Jim Vital stated that vendors are using the whisper quiet generators and they work fine, so he doesn't necessarily believe that installing electricity is necessary for the vendors.

10. Farmers' Market Manager Report: Jessica Rinks stated that almost 800 servings of Stone Soup were served on October 31. Rinks stated that she will send the commissioners the draft vendor survey via email soon and asked that commissioners review the survey and provide comments by Wednesday of next week. Her goal is to send the survey out to vendors by the end of next week. Rinks stated that the number of double coupons distributed was the highest ever in 2015; approximately \$9,000 in coupons were collected from vendors.
11. Mission Statement (Ordinance Update): The commission discussed the draft mission statement. A motion to approve the final mission statement was made. First by Novack-Gottshall, Second by Balice, Motion passed. The mission statement is the first step of amending the farmers' market ordinance.
12. Committee/Project Reports: None
13. Stone Soup: Jasmine Cleofe stated that the stone soup event ran out after approximately 1 1/2 hours. The commission agreed the soup was excellent. Rinks will follow-up by sending a thank you letter to Eyrie for preparing the soup.
14. Attendance survey: The survey estimates that 125,000 patrons visited the market during the 2015 market season. It was noted that there were four market dates where attendance was taken in 2015. The survey results show the estimated attendance by market hour and the hours of 8:00 am to 10:00 am are the most attended hours
15. Old Business: None
16. New Business: A motion was made to cancel the regularly scheduled December 9, 2015 meeting. First by Schoop, Second by Novack-Gottshall, Motion passed. Next meeting is now scheduled for January 13, 2016
17. Adjourn: Motion made to adjourn, First by Cleofe, Second by Schoop Meeting adjourned at 8:38 pm

Next Meeting: Wednesday, January 13, 2016 room 101, Village Hall @ 7:00 p.m.