



FARMERS' MARKET COMMISSION  
Meeting Minutes  
May 11, 2016  
7:00PM  
Village Hall – Room 101

Present: Commissioners:, Chairperson: Molly McDonough Carson, Joanne Balice, Dominic Cianciolo, Erin Schoop, Mary Chris Jaklevic, , Erin Schoop, Sandra Novack-Gottshall, Jennifer Purrenhage, Todd Kuna, Adam Gill, Courtney Greve-Hack; Staff Liaison: Mike Charley; Farmers' Market Manager: Jessica Rinks

Excused: Commissioner: Jasmine Cleof; CIC Liaison: Frank Pond; Church Liaison Jeff Petertil; Vendor Liaison: Jim Vitalo

- 1) Call to Order @ 7:03 pm
- 2) Agenda Approval: Agenda approved, first by Novack-Gottshall, second by Cianciolo
- 3) Public Comment: None
- 4) Approval of Minutes – April 13, 2016, Minutes approved, first by Gill, second by Cianciolo
- 5) Church Liaison Report (Jeff Petertil): None
- 6) Vendor Liaison Report (Jim Vitalo): None
- 7) Chair Report: Farmers' Market ordinance was passed by Village Board since last Farmers' Market meeting. The limitation on the number of meat vendors has been removed from the ordinance.
  - a) Vegetable of the Week – YMCA: Vegetable of the week cards are in the works. The YMCA will have tent space for specific markets and/or have a dietician at the market booth on other dates.
  - b) In-kind marketing proposal – WBEZ: An agreement is pending with WBEZ for them to participate on specific dates and in turn they will provide for free advertising on their Chicago radio station.
- 8) Farmers' Market Liaison Report (Mike Charley)
  - a) Staffing updates: Farmers' Market Assistant interviews were completed, a candidate has been chosen, the candidate is waiting some final approvals prior to officially starting with Village.
- 9) Farmers' Market Manager Report
  - a) 2016 Vendor Application Update: Mint Creek and Katic Bread are the two new vendors.
  - b) Jessica Rinks handed out the draft market map showing the vendor locations.
  - c) Jessica showed the commission the new printed Double Coupons. Jessica showed that the double coupons will be printed on security paper and be sequentially numbered.
  - d) Marion Street Cheese Market will conduct three food demonstrations in 2016 (July, August and September).
  - e) Jessica has ordered apparel for merchandise sales. Jessica will be purchasing mugs, umbrellas and canvas bags prior to the start of the market. She solicited commissioner feedback on purchases.
- 10) Committee/Project Reports
  - a) Go Green: There will be 11 or 12 groups participating on both weekends of Go Green.
  - b) Patron attendance surveys: The goal is to conduct patron surveys on three to four dates in 2016.
  - c) Promotion: Information about the market is on the Oak Park Theatre marquee for one week effective May 9.
  - d) Volunteers: Schoop is managing volunteers including when volunteers will participate at the market. The volunteer recruitment night is scheduled for Thursday May 12 at 7:30 pm at the Oak Park Library.
  - e) Kid's Days: Will be scheduled for first and third Saturdays of each month. Currently all kid's dates have been scheduled with participants.
- 11) Old Business: Todd Kuna had contacted Seven Generations Ahead to inquire about getting their assistance to help out with a project to properly sort waste at the market. He is still working on this.
- 12) New Business: None
- 13) Adjourn @ 8:00 pm, first by Greve Hack, second by Balice

Next Meeting Wednesday, June 8, 2016, 7-9 pm, Room 101, Village Hall