

FARMERS' MARKET COMMISSION

Meeting Minutes

June 14, 2017

7:00PM

Village Hall – Room 101

Present: Chairperson: Sandra Novack-Gottshall ; Commissioners: Jennifer Purrenhage, Julia Krier, Todd Kuna, Laura Lencioni, Mary Chris Jaklevic

Staff: Colleen McNichols (New Market Manager)

Excused: Mike Charley (at a conference), Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil;
Commissioners: Dominic Cianciolo, Adam Gill

- 1) Call to order at 7:09pm (rain delay)
- 2) Agenda Approval: agenda approved
- 3) No public comment
- 4) Approval of minutes – May 10, 2017: minutes approved
- 5) Sandra Novack-Gottshall introduced the new market manager: Colleen McNichols
- 6) Colleen McNichols spoke briefly about her background and expressed gratitude for being allowed to join the team.
- 7) James Robinson-Parran has been approved as a new Commissioner.
- 8) Opening Day was discussed (5.20.17). Heavy rains caused the lowest attendance on record according to Sandra Novack-Gottshall who was counting heads with her husband Phil (down 30%, a typical sunny market day attendance is 4,870). Also, as a Go Green Market Day—the Go Green booths did not have canopies—which caused problems. Andy, the church liaison, was terrific and helpful during the opening day special breakfast. The welcoming event at 5:30am on opening day was well-attended by vendors and appreciated. The following issue was raised: Go Green vendors/ reps being required to have their own tents for 2018. Should they be asked to provide tents at their own expense next year? Also, the question was raised: “Is Go Green a Plus?” Should we have more strict parameters and guidelines before we approve the Go Green participants? Does just calling your company green qualify you for a spot? The Volvo hybrid car presence was discussed. The importance of 24 Hour cancellation was discussed (as some vendor/participants did not show due to the rain). Novack-Gottshall suggested we revisit the Go Green discussion in the Fall, when the commission typically addresses the work schedule for the following year. She also suggested having a discussion next year, before Go Green participants are invited, in order to revisit the commission’s goals for what types of Go Green places we wish to invite.
- 9) Second market of season (and 2nd week of Go Green) was considered a success and was blessed by sunny weather (although the EBT/LINK device failed and added stress in the info tent). Now the management and staff are prepared for EBT failure and have backup.

- 10) Sandra asked that ideas for the end-of-year work plan and discussion topics be submitted to her in the future. The tasks designated on the work plan represent the priorities of the commission during the following season.
Farmers' Market pages of Village Website were discussed. Some found it difficult to locate the farmers' market details within the site. A designated website was discussed. The unofficial Facebook group was talked about. Posts cannot be fed through the commissioners to post on behalf of market staff. The need for more "official" social media presence was agreed upon.
- 11) The Marquee went up the first week in June announcing market opening.
- 12) Commissioners have met locals who do not know we have a market here. We agreed outreach was necessary. The printed green flyers (double-sided) were handed out and discussed. Novack-Gottshall communicated that Laura Lencioni and Todd Kuna provided her with valuable feedback for the flyer, and she thanked them for their service.
- 13) . They were distributed to realtors and the visitor's center. 900 flyers (an excellent size—slim and colorful) were printed for \$84.50.
- 14) Sandra spoke with the Village Energy and Environmental Commission about the municipal composting program and helping with identifying our bins with helpful signage. The need for volunteers manning the bin stations during busy market hours (9:00am-11:00am) to explain proper use was mentioned.
- 15) Corn Roast is August 12, 2017. Colleen to contact our Geneva Lakes vendor (Scott) to confirm the corn roaster and take care of the temporary food permit application for the village.
- 16) Ideas for winner's prizes need to be discussed with Mike at next meeting.
- 17) The manning and hours of A Day in Our Village were discussed. Although a rewarding event, it is a long day for volunteers to represent the farmers' market. Colleen offered to ask Mike to add market staff to payroll to support the yearly event (along with the commissioners).
- 18) Todd Kuna described the Snapchat geo filter idea, which Mike approved at \$12.00 a week from the market budget. We discussed designing a filter and piloting this at the Corn Roast. This will be helpful to attract millennials to our market and provide a live feed to market events.
- 19) The best way to present active volunteers with complementary market t-shirts was discussed, along with budget concerns.
- 20) Colleen McNichols is grateful that our merchandise expert, Julia, is guiding her on new merchandise ordering and purchasing. We are ordering a lighter weight cotton, and adding a more feminine style t-shirt to the list. Baseball hats and other items were discussed.
- 21) Adjourn at 8:35 p.m.

Next Meeting Wednesday, July 12, 2017, 7-9 pm, Village Hall Room 101 Community Room