

FARMERS' MARKET COMMISSION

Meeting Minutes

July 12, 2017

7:00PM

Village Hall – Room 101

Present: Chairperson: Sandra Novack-Gottshall ; Commissioners: James Robinson-Parran, Dominic Cianciolo, Adam Gill, Mary Chris Jacklevic, Todd Kuna, Laura Lencioni, Jennifer Purrenhage; Staff Liaison: Mike Charley; Farmers' Market Staff: Robin Schirmer; Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil

Excused: Commissioner: Julia Knier, Market Manager: Colleen McNichols

1. Call to Order at 7:03, agenda approved, first by Gill, second Cianciolo
2. Agenda Approval, first by Lencioni, second by Cianciolo
3. Public Comment: None
4. Approval of Minutes – June 14, 2017., minutes approved, first by Gill, second by Cianciolo
5. Church Liaison Report (Jeff Petertil): Petertil communicated that donut sales are down (on average) over the first several weeks; however Petertil related that donut sales during the first week of the market were their worst on record. The torrential rains most likely contributed to the poor sales. Petertil communicate that there has been conversation at the church about having people stand near the refuse bins to encourage visitors to use the correct bins for the different type of waste (compost, recycling vs regular waste). Petertil communicated that the church encourages the FM commission/staff encourage property use of refuse bins as well. In response, the Commission discussion included the following:
 - a. Labeling refuse bins more clearly
 - b. Locating the bins in one central location and having volunteers or Village staff monitor the bins
 - c. Piloting something during a Special Event (Corn Roast)
6. Vendor Liaison Report (Jim Vitalo): Vitalo communicated that vendor Heartland Meats inquired with him whether there were more meat vendors that the ordinance allowed; they thought the limit was 2. Gill communicated that the ordinance had been amended and the ordinance has no limitations on meat vendors. The commission and staff Robin Schirmer agreed that moving forward the number of meat vendors would be managed to ensure that there isn't over-saturation of meats. There was also discussion on vendors using signage such as "grass-fed beef". The commission was under consensus that as long as vendors feed their cattle grass they can advertise "grass-fed".
7. Chair Report (Sandy Novack-Gottshall)
 - a. Novack-Gottshall welcomed new commissioner James Robinson-Parran. Robinson-Parran communicated that he wanted to get involved with the Village and he has an interest in the Farmers' Market, although he doesn't necessarily have any farming experience with the exception of having a small garden at home.
 - b. Market count and request from farmers: Novack-Gottshall communicated that a second visitor count was conducted on July 1. The estimate was 5888 visitors attended the market. On May 20, the visitor count was 2,167 visitors. Novack-Gottshall communicated that two more visitor counts will be completed prior to the end of this market season. Sandy believes that the visitor count for the season should exceed 100,000 visitors.

- c. Food demonstration waiver: It was the consensus of the commissioners that staff would work on amending the Village ordinance to remove any Temporary Food Application fees from the ordinance during the off-season (November to mid-May).
8. Farmers' Market Liaison Report (Mike Charley): Charley communicated that he will be submitting the Farmers' Market first draft by next Friday July 21. Charley encouraged feedback from the commission. Several recommendations included:
 - a. Robinson-Parran asked about the newer Village voluntary plastic bag ordinance and whether revenue from this program could be used for the market. Charley will check with the Village Manager and provide more information at the next commission meeting.
 - b. Kuna recommended we consider purchasing pop-up signage or permanent signage for each vendor. Kuna referred to the signage that the City of Park Ridge uses at their farmers' market as being an example of signage that could be used at each vendor's booth.
 - c. Novack-Gottshall recommended more advertising monies and another commissioner recommended printing more Farmers' Market flyers to distribution. Robinson-Parran wondered if the Village/commission could use Facebook for targeted marketing. Robinson-Parran communicated that he would look into pricing for this and get back to the commission.
9. Farmers' Market Manager Report (Robin Schirmer, FM Assistant): Schirmer thanked all the commissioners and volunteers for their help at and with the market. Schirmer communicated there had been seven open vendors participate to date and in general patrons have been happy with the new vendors and variety at the market.
 - a. Merchandise Sales Priorities: There was a consensus with the commission that prices for merchandise should be reasonable and merchandise with Farmers' Market logos are a good for marketing the market. Kuna asked if the logo could be updated in some way and/or we could supplement with a different logo on certain merchandise. Robinson-Parran communicated he would contact the Arts Council to see if they would be interested in getting involved. Charley communicated that Robinson-Parran also work jointly with the Village's Communication Division.
10. Committee/Project Reports
 - a. Friends T-shirts (Discussion from Jen, or Sandy): Purrenhage recommended that volunteers receive free t-shirts after volunteering for a specific number of markets. The consensus was that volunteers receive a free t-shirt. Purrenhage recommended making the t-shirts in a special color to differentiate from other market t-shirts. It was decided that Purrenhage would work with market staff to order the t-shirts.
 - b. Corn Roast (Update from Sandy): Novack-Gottshall reminded everyone to sign up for the event that is schedule for August 12. Schirmer will contact Andrea Mance with the Village looking for volunteers. FM Staff Colleen McNichols or Robin Schirmer to contact Scott Kostner regarding the rental of the corn roaster. Novack-Gottshall will submit a list of supplies/equipment required for the event to Market Manager McNichols for ordering.
 - c. Snapchat at Corn Roast? (Todd to update, if present): Kuna communicated that we will test Snapchat filter at the corn roast. Communications may help with design. Waiting for their response.
 - d. Stone Soup update and discussion (Update from Dominic, or Sandy. The story of Stone Soup—utilize it for this year's event?): Novack-Gottshall communicated that Carnivore has agreed to prepare Stone Soup. Cianciolo recommended marketing the Stone Soup event through flyers, social media, etc. Purrenhage recommended that any marketing include information about which vendors donated foods for the event.
 - e. Pie Bake-Off (Update from Laura, or Sandy): Novack-Gottshall communicated that the rules and registration went out to Communications and she requested to Communications the registration form be posted on the Village website. Novack-Gottshall is working on recruiting judges for the event.

11. Old Business: None

12. New Business: None

13. Adjourn @ 8:50 pm, first by Robinson-Parran, second by Lencioni

Next Meeting Wednesday, August 9, 2017, 7-9 pm, Room 101, Village Hall