



FARMERS' MARKET COMMISSION
Meeting Minutes
September 13, 2017
7:00PM
Village Hall – Room 101

Present: Chairperson: Sandra Novack-Gottshall; Commissioners: Dominic Cianciolo, Adam Gill, Mary Chris Jaklevic, Todd Kuna, Laura Lencioni, Jennifer Purrenhage; Staff Liaison: Mike Charley; Market Assistant: Dawn Skoda; Church Liaison: Jeff Petertil

Excused: Commissioners: Julia Knier, James Robinson-Parran; Market Manager: Colleen McNichols; Vendor Liaison: Jim Vitalo; CIC Liaison: Frank Pond

1. Call to Order @ 7:05 pm
2. Agenda Approval: Approved - first by Jaklevic, second by Cianciolo
3. Public Comment: None
4. Approval of Minutes – August 9, 2017: Approved, first by Cianciolo, second by Gill
5. Church Liaison Report (Jeff Petertil)
 - a. Church Incident Update: Petertil communicated that there was an incident that occurred at the church between 2:00 pm Friday August 18 and 7:00 am Saturday August 19 where the church was vandalized with swastikas and racial slurs. Petertil communicated that the church and the Police Department have no information as to who vandalized the church and no suspects.
 - b. Access to Church Discussion: Regarding increased foot traffic in the church during market hours, Petertil asked if the Village or Commission would be able to ascertain how often patrons enter the church. Jeff asked if this information could be asked within a patron survey. Novack-Gottshall suggested that Market Manager Colleen McNichols can email the vendors and remind them that the washrooms are for vendor-use only and that patrons should be directed to use Ridgeland Commons across the street.
 - c. Access Door to Church on the south side of church closer to the information booth: Petertil asked that after the 7:00 am set-up for the market that this door remain securely closed.
6. Vendor Liaison Report (Jim Vitalo): No report
7. Chair Report (Sandy Novack-Gottshall)
 - a. Work Plan Review/Approval: 2018 Draft Work Plan approved, first by Cianciolo, second by Jaklevic. In reference to one of the work plan items, Purrenhage communicated that there is a volunteer fair at the high school in April that would be a great opportunity to recruit volunteers.
 - b. Vendor Survey: Commissioners will review the 2016 vendor survey and should be prepared to provide feedback on the survey at the October Commission meeting.
 - c. Church Access: See Jeff Petertil's report.
 - d. Church Incident – Diversity Statement Discussion: Novack-Gottshall handed out a copy of the Village's Diversity Statement and asked whether the commissioners wanted to include the statement in some form or fashion into the Farmers' Market Rules of Operation. It was agreed to draft some language for the Rules of Operation. Any

updates shall be approved by both the Farmers' Market Commission and the Village Board.

8. Farmers' Market Liaison Report (Mike Charley): No updates

9. Farmers' Market Manager Report (Dawn Skoda)

- a. Dawn provided a few updates from Market Manager Colleen McNichols: LINK cards are up in regards to processing, Corn Roast went well, she is looking into purchasing a better burner for stone soup, the newer waste station is going well.
- b. Kuna asked if the Village can do a composting video that is produced at the Farmers' Market. Charley provided Novack-Gottshall Rob Sproule's email, Rob manages the Village's compost program currently.

10. Committee/Project Reports

- a. Corn Roast: Record sales this year with 1100 ears of corn sold, approximately \$350 more sold this year than in any other year.
- b. Pie Bake-Off: There was discussion on creating Pie Bake-Off cookbook. Purrenhage communicated that the cookbook can be used for marketing. Jaklevic communicated that the cookbook can show where the ingredients were purchased (which farmers) and that may drive traffic to those farmers. No decision was made as to whether a cookbook will be produced at this time.
- c. Snap Chat: Kuna communicated that the SNAP Chat day went well. The numbers show there were 65 Swipes, 33 Uses and 777 Views. Charley communicated that SNAP Chat can be used for Stone Soup also.
- d. Stone Soup: Cianciolo communicated that Carnivore will be preparing the soup and will show up the day of the event. They will prepare one vegetarian soup and one meat soup.

11. Old Business

- a. Vendors being approached by outside markets: Novack-Gottshall wanted to bring to the attention of the commission that occasionally she has observed outside groups approaching vendors and soliciting them to participate at their markets or to sell at their businesses.

12. New Business: none

13. Adjourn @ 8:26 pm, first by Cianciolo, second by Jacklevic

Next Meeting Wednesday, October 11, 2017, 7-9 pm, Room 101, Village Hall