



FARMERS' MARKET COMMISSION  
Meeting Minutes  
November 8, 2017  
7:00PM  
Village Hall – Room 101

Present: Chairperson: Sandra Novack-Gottshall; Commissioners: Adam Gill, Mary Chris Jaklevic, Julia Knier, Todd Kuna, Laura Lencioni, Jennifer Purrenhage, James Robinson-Parran; Staff Liaison: Mike Charley; Market Manager: Colleen McNichols; Church Liaison: Jeff Petertil

Excused: Commissioners: Dominic Cianciolo; Vendor Liaison: Jim Vitalo; CIC Liaison: Frank Pond

1. Call to Order @ 7:02 pm
2. Agenda Approval: Approved, first by Knier, second by Gill
3. Public Comment: None
4. Approval of Minutes – October 11, 2017: Approved, first by Purrenhage, second by Gill
5. Church Liaison Report (Jeff Petertil): Petertil communicated the church donut committee will be discussing the status of the church bathrooms and their use at a future committee meeting.
6. Vendor Liaison Report (Jim Vitalo): Not present. Jim did email in a short report on November 3 that provided the following general information:
  - a. Jim communicated that he feels like the Oak Park Farmers' Market is growing and doing well.
  - b. In regards to Pop-up vendors, he has received no recent negative feedback from other permanent vendors. Jim did however suggest that the pop-up vendors be encouraged to sell specific products that are not already being sold by permanent vendors.
  - c. Market staff sent written reminders to vendors regarding leaving early, Jim communicated that the vendors understand the rule and will comply moving forward.
7. Chair Report (Sandy Novack-Gottshall)
  - a. Commissioner Status Update: Gill's term and participation in the commission will officially end 12/08/17. Novack-Gottshall thanked him for his service to the Village. Dina Ross was officially appointed on 11/06/2017 to the Commission.
  - b. Update from "Farmer Sandy Brown", A market day at Geneva Lakes: Novack-Gottshall communicated that she volunteered for Geneva Lakes at a recent market. Novack-Gottshall described a typical market day for Geneva Lakes owner Scott, including packing his truck at midnight, leaving his farm early in order to arrive at the market at 5:00 am. Novack-Gottshall observed that set-up is very hectic with only one hour to get set-up between 6:00 am to 7:00 am. Geneva Lakes has a staff of 8 to 10 people at the market. Novack-Gottshall believes it is in the vendors best interest to have their own credit/debit processing machines so that no customer is ever turned away when not having cash to purchase products.
  - c. Sandy communicated that the current LINK coupons stick together, which makes counting the coupons very difficult and frustrating. Sandy recommended changing the language on the coupon and on the marketing, use match in lieu of "double". The term "double" is confusing to the LINK patrons, as many think that they can use a \$1 coupon to purchase \$2 of product at the vendor booths.
  - d. Pike Place Market Visit: Novack-Gottshall visited the Pike Place market while in Seattle. Novack-Gottshall communicated that this market gets 10 million visitors annually. This market is not a producer-only market.

- e. Art Council Meeting: Novack-Gottshall communicated that she will be meeting with Camille Wilson-White of the Oak Park Arts Council soon to have a discussion ideas on how the Arts Council and the Farmers' Market can work in collaboration in the future.
- f. OPFM Attendance: Year-end report: Novack-Gottshall presented information on the Farmers' Market attendance survey report. See report for more information.

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8. Farmers' Market Liaison Report (Mike Charley)

- a. Ordinance/Rules Update & Timeline: Charley will work on draft ordinance with updates by January's meeting.
- b. Bike Valet: Charley set the seed for possible further discussion prior to next season by providing some preliminary information on what a bike valet is. The commission may discuss this at a future commission meeting. Jaklevic communicated that she bikes to the market weekly and she always finds available bike racks. The commission did agree that having a bike-friendly event next season may be a possibility. More discussion will occur at future meetings.

9. Farmers' Market Manager Report (Colleen McNichols)

- a. Vendor Updates: McNichols communicated that she spoke to Heartland Meats via telephone. Heartland communicated that they are not returning to the market. Heartland is shutting down their meat processing portion of their business all-together. Heartland is done with all markets, not only the Oak Park market.
- b. Vendor Survey Update: McNichols communicated that the Vendor Survey will go out tomorrow to vendors.
- c. McNichols presented wireless sales statistics that showed that wireless transaction sale amounts in 2017 were more than 2016.
- d. McNichols communicated that she wants to create consistent signage for each vendor that identifies them and provides consistent information. She will work on this prior to next season.
- e. New Logo contest idea? McNichols asked if the commission would be interested in updating/changing the Farmers' Market Logo? Since it was not on the 2018 work plan, the logo will not be addressed at this point.
- f. McNichols communicated that there is a grant available that encourages children to shop and eat vegetables (POP Grant). McNichols will provide follow-up later when more information is available.

10. Committee/Project Reports: None

11. Old Business

- a. Stone Soup Update: Novack-Gottshall communicated that the event went well. The pots need to be replaced for next year.
- b. Stone Soup Twitter Filter: Snapchat filter was available at the market, only cost \$5.00. Got 18 uses and 386 views.
- c. Vendor Liaison Updates: Market Manager Colleen McNichol's will be searching for a new liaison prior to next season starting. Novack-Gottshall communicated that she spoke with Breadman. Breadman is willing to be a liaison during the winter months, but summer month meetings conflict with one of his farmers' markets. The commission discussed the possibility of having two liaisons throughout the year.

12. New Business

- a. December Meeting: There was a motion to cancel the meeting, first by Jaklevic, second by Robinson-Parran. The commission voted to cancel the December meeting.

13. Adjourn @ 8:37 pm, first by Knier, second by Gill

Next Meeting Wednesday, January 10, 2018, 7-9 pm, Room 101, Village Hall