

FARMERS' MARKET COMMISSION
Meeting Minutes
August 8, 2018
7:00PM
Village Hall - Room 101

Present: Laura Lencioni (Chair), Mary Chris Jaklevic, Julia Knier, Dominic Cianciolo, Dina Ross, Jennifer Purrenhage, James Robinson-Parran, Market Manager; Colleen McNichols; CIC Liaison; Frank Pond, Church Liaison; Jeff Petertil

Excused: Summer Vendor Liaison; Jim Vitalo, Staff Liaison; Mike Charley

- 1) Call to Order @ 7:07 pm
- 2) Agenda Approval: Approved, first by Ross, second by Jaklevic
- 3) Public Comment: None
- 4) Approval of Minutes – July 11, 2018: Approved, first by Knier, second by Jaklevic
- 5) Church Liaison Report (Jeff Petertil): The Pilgrim Church committee is disappointed in donut revenue this season. Weather was discussed, as a factor.
- 6) Vendor Liaison Report (Frank Damiano/Jim Vitalo): No Report
- 7) Chair Report (Laura Lencioni)
 - a) Lencioni communicated that the gleaned (left over) food from the market was being picked up by the volunteers and taken to the OPRF Food Pantry every Saturday.
 - b) Lencioni communicated that the commission needs more volunteers for the upcoming special events:
 - i) Corn Roast (August 11): Purrenhage and Cianciolo will co-chair the event. Volunteers will be needed for the event for set-up, operations and tear-down. Supplies have arrived and preparations were discussed. Sharing Sign up Genius was mentioned as a way to recruit last minute volunteers. Three market staff members will be present to help. Nordic Butter has been acquired for the sweet corn.
 - ii) Pie Bake-Off (September 1): Dina Ross will chair the pie bake-off. Trustee Deno Andrews has been asked to act as M.C. for the event. This year's judges were discussed. A suggestion was made; next season we have new judges and perhaps ask this year's winner to participate as a judge. Next year, Fern Moran from the VOP staff wants to judge and perhaps the Happy Pie owner will be asked to judge. Pie baker applicants were discussed, the deadline for applicants and the need to post their recipes after the event. Tally should be sent out on August 20 for judges.

- iii) Work Plan for 2019: Discussed the need for an attendance survey every few years. The surveys were completed in 2017 by Sandy Novack (former Chair) and her husband Phil. The team did an amazing job using mathematical equations to estimate attendance numbers. Amount of time commitment for volunteers required to count visitors was discussed, as a commissioner would need to volunteer their time. Lencioni wants to reassess our market presence at Day in The Village (2nd Sunday every June). The DITV event always occurs on the graduation day of OPRF High school and is a busy time for many commissioners (weddings, vacations, graduations and parties). Discussion of using social media, technology and different outreach methods to reach the community more effectively. Commissioners ask that a representative from the VOP Communications be present at next Commissioners meeting (September 12) to discuss social media options and other forms of communication. Outreach to people living in South Oak Park was discussed with possibility of yard signs being used south of the Eisenhower promoting the Market. (Mike Charley to get estimates on costs of printed signs with sticks). Berwyn market posted these small signs in South OP for their farmers' market. Also, working with the Conservancy for market promotion was suggested. The South East OP org entitled SEOPCO was mentioned as a possible partner to help promote the market season. The need for a contest for a new market logo was suggested for the winter work plan for 2019. Also, flyers handed out or displayed at both Thursday Night Out and the libraries were suggested as a way to reach those new to OP.
- iv) A commissioner suggested the need for market gift certificates to be sold. McNichols explained the complications of the accounting and payments to vendors and suggested individual vendors offer their own gift certificates. McNichols will research the certificate idea further and discuss with Charley, upon his return. Researching other markets gift certificates was proposed.

8) Farmers' Market Liaison Report (Mike Charley): The 2019 Work Plan needs to be submitted soon.

9) Farmers' Market Manager Report (Colleen McNichols)

- a) Corn Roast preparations are on schedule with a few last minute purchases needed. The importance of assigned roles for volunteers, especially for actual corn roasting position was discussed. Nancy Alexander, the wonderful volunteer and "Corn Roast Queen" will be out of town for the first time in fourteen years. Her expertise and commitment will be missed. McNichols committed more staff to help at corn roast this year. McNichols to sanitize corn roast equipment and pans and tools prior to roast. McNichols will wash and dry all supplies after roast and before storing them for 2019.
- b) Pie Bake-Off applications and supplies are ready and everything is happening on schedule.
- c) Volunteer t-shirts have arrived and we can begin distributing them.
- d) Farm Visits are planned for mid to late September and some Commissioners showed interest in accompanying the manager.

10) Committee/Project Reports

- a) Sustainability Ambassadors: Knier has special signs for composting and all the bins to promote our "completely compostable corn roast".
- b) Volunteers: Purrenhage has been working hard to fill all the slots for the upcoming Corn Roast and resends the Sign Up Genius via email.

11) Old Business: None

12) New Business: None

13) Adjourn @ 8:20pm, first by Ross, second Jaklevic