



FARMERS' MARKET COMMISSION  
Meeting Minutes  
March 13, 2019  
7:00PM  
Village Hall – Room 101

Present: Laura Lencioni (Chair), Dominic Cianciolo, Myndi DeVore, Julia Knier, Jennifer Purrenhage, Jill Stewart, Katie Weaver; Market Manager: Colleen McNichols; Staff Liaison: Mike Charley; CIC Liaison: Frank Pond

Excused: Commission: Dina Ross, James Robinson-Parran; Vendor Liaison: Frank Damiano; Church Liaison: Jeff Petertil

- 1) Call to Order at 7:06 pm
- 2) Agenda Approval: Approved; first by Cianciolo, second by Knier
- 3) Public Comment: No public comment
- 4) Approval of Minutes – January 9, 2019: Approved; first by Knier, second by Cianciolo
- 5) Church Liaison Report (Jeff Petertil): Jeff Petertil was not present, however he submitted an email to Chair Lencioni and Mike Charley, Petertil communicated that all the past not-for-profit groups that participated in the donut sales last year are participating again this year and they are busy preparing for this year's market.
- 6) Vendor Liaison Report (Frank Damiano): No report
- 7) Chair Report (Laura Lencioni): Lencioni contacted the Lake Street Theatre regarding advertising on the Theatre's Marquee. Someone asked about whether the Commission wanted to participate in A Day in Our Village. At this point there isn't a lot of interest. McNichols asked if commissioners had interest to participate at the Village's Earth Fest which is April 27. Commissioners agreed Earth Fest would be a good event to participate in, Lencioni to follow-up.
- 8) Farmers' Market Liaison Report (Mike Charley): Charley communicated that the Farmers' Market Ordinance was amended since the last meeting. The two items amended included the Fish Amendment & Service Vendor (knife sharpener) Amendment.
- 9) Farmers' Market Manager Report (Colleen McNichols)
  - a) Vendor Survey:
    - i) Vendors recommended that Facebook Live be used early in the morning to promote the market. Someone recommended using Trustee Dino Andrews, since he did such a great job with last year's pie baking event.

- ii) Vendors want to prepare more foods at the market. There was discussion regarding this and the consensus was that prepared food isn't something that the commission wants to see at the market this calendar year.
- iii) Vendors asked about promotions like vendor of the week. McNichols is working on different promotions, like using the Oak Park Eats blog.
- iv) Farmers' like food demos, because they feel this brings more people to the market.
- b) McNichols met with Mindy Agnew, Village's Sustainability Coordinator recently regarding how to encourage customers to bring their own reusable bags. There are several ideas that were discussed and the bring your own bag campaign will continue.
- c) McNichols communicated that she is looking to purchase signs for each vendor, however they may be cost prohibitive.
- d) Vendor Updates:
  - i) North Wichert not returning
  - ii) Petals and Geneva Lakes bringing more flowers
  - iii) Katic bread is taking more space in 2019.
  - iv) McNichols is looking for a liquid milk product vendor for 2019.
  - v) Nordic Creamery has reached out to McNichols inquiring about returning, although nothing is confirmed yet.
  - vi) McNichols is trying to get Matt's Urban Greenery to participate.
  - vii) Sitka Salmon Shares will participate this year.

10) Committee/Project Reports

- a) Purrenhage will work on getting the Signup Genius up and running.
- b) Knier communicated that the first Go Green Day email went out to eleven vendors inviting them to participate. Knier asked the potential vendors to get back to her by March 30. Knier communicated that vendors will have to bring their own tables this year.

11) Old Business: None

- 12) New Business: McNichols wanted to do a Heritage Apple Festival in early October celebrating apples. Commissioners felt that this was a great idea, however more discussion has to occur prior to making a decision.

13) Adjourn at 8:07 am, first by Knier; second by Cianciolo

Next Meeting Wednesday, April 10, 2019, 7-9 pm, Room 101, Village Hall