

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

Present: Laura Lencioni (Chair), Dominic Cianciolo, Myndi Devore, Rachel Hahs, Julia Knier, Jennifer Purrenhage, James-Robinson-Parran, Jill Stewart, Liz Stolfa, Vendor Liaison: Frank Damiano; Market Manager: Colleen McNichols, Staff Liaison: Mike Charley ; CIC Liaison: Frank Pond; Church Liaison: Jeff Petertil

Excused: Commission: Dina Ross, Katie Weaver

- 1) Call to Order @ 7:05 pm
- 2) Agenda Approval: Approved, first by James; second by Jill
- 3) Public Comment: Kim Watkins, resident in Oak Park. October 8, unpleasant experience with Iron Creek Farm. Kim communicated that a female employee from Iron Creek Farm insulted her by insinuating that she had stolen some tomatoes and is akin to racial profiling. The employee's demeanor was insulting. This information was previously communicated to the Farmers' Market manager. Farmers' Market & Village Staff have been responsive to Ms. Watkins to date and have been in contact with Ms. Watkins to discuss her concerns and also been in contact with Iron Creek.
- 4) Approval of Minutes: October 9, 2019: Approved, first by Devore, second by Stolfa
- 5) Church Liaison Report (Jeff Petertil): Petertil communicated that the church had a successful donut season, but not as high as previous years. Peteril communicated that the church wants to continue with the lease for the Village to use the church's lot. He is still working with church members to review the lease and will provide the Village with those updates. Charley communicated what the agreement states in regards to the agreement renewing for five (5) consecutive one-year periods unless thirty (30) days written notice of termination is given. Mike encouraged Petertil to provide any requested amendments prior to November 30, 2019.
- 6) Vendor Liaison Report (Fran Damiano): Damiano related that he had spoken to other vendors and they communicated that their sales were up from 2018. Knier asked if any vendors track sales data, week by week and/or from year to year. It would be interesting to compare weekly sales to special event dates and/or weather, etc.

- 7) Chair Report (Laura Lencioni)
 - a) Cancellation of December FM Meeting: A motion was made by Cianciolo and then seconded by Robinson-Parran to cancel the December Farmers' Market Commission Meeting. The Commission voted unanimously to cancel the meeting.

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

- 9) Farmers' Market Manager Report (Colleen McNichols): Next year is the 45th anniversary and McNichols is recommending that the Farmers' Market logo is updated to a new look. Stewart communicated that she is interested in helping with this. Knier communicated a new logo can help draw people to the market.
 - a) Vendor Updates: Questions to add: What are your two best Saturdays (In regards to sales) in 2019?
 - b) Customer Survey Results: Survey results were reviewed by the commission.
 - c) 2020 Market Dates: Saturdays, May 23 – October 31. McNichols recommended the same special events and is also recommending adding a Heritage Apple festival special event. The event can be scheduled the first Saturday in October (October 3). The commissioners agreed that this will be a great addition in 2020.
 - d) Vendor Survey: McNichols communicated that she would like commissioners to consider allowing vendors to prepare foods onsite in 2020.

- 10) Committee/Project Reports
 - a) Special Event Dates, Commissioner Chair Committee assignments/Responsibilities: Purrenhage communicated that there were 20 different volunteers that participated at the market in 2019, some volunteers volunteered 12 times. There were 107 2 hour volunteer slots filled in 2019. Purrenhage communicated that there over 100 people on the volunteer list currently. Purrenhage communicated that the "core" volunteer group should be increased.
 - b) Farmers' Market Blog: Stewart communicated that five commissioners have signed up to be writers. Stewart handed out sample questions that can be asked of vendors when completing a blog.

- 11) Old Business: None

- 12) New Business
 - a) Farmers' Market Organization: Charley provided some background information on the genesis of the Farmers' Market organizational structure discussion. Purrenhage communicated that she calculated that there is 40-133 hours/year of volunteer work for each commissioner. Purrenhage communicated that restructuring the market organization is unnecessary. McNichols communicated that the Farmers' Market Association has completed research and it's difficult for markets without the financial support to survive long-term. McNichols communicated that fundraising and grants are limited.

13)Adjourn @ 8:45 pm, first by Knier, second by Cianciolo

Next Meeting Wednesday, January 8, 2019 7-9 pm, Room 101, Village Hall