

FARMERS' MARKET COMMISSION
Meeting Minutes March 10, 2021
7:00 PM
Conducted Remotely

Commission Present: Laura Lencioni (Chair), Julia Knier, Jill Stewart, Rachel Hahs, Jessica Green, Myndi Devore, Dina Ross, Katie Weaver, Dominic Cianciolo
Commission Not-Present: Liz Stolfa
Village Trustee Present: Arti Walker-Peddakotla.
Staff Liaison Present: Cameron Davis.
Others Present: Vendor Liaison: Frank Damiano, Church Liaison: Jeff Petertil, CIC Liaison: Frank Pond

- 1) Call to Order: The meeting was called to order by Chairperson Lencioni at 7:05 pm.
- 2) Agenda Approval: A motion, to accept the agenda as presented, was made, seconded and approved.
- 3) Public Comment: Chairperson Lencioni asked Staff Liaison Davis if any written public comment had been submitted. Davis stated that no public comment had been submitted, per the directions provided on the agenda document.
- 4) Approval of Minutes: The February 23, 2021 minutes will be voted on at the next meeting as there are several changes needed. Staff Liaison Davis will revise the submitted minutes, per direction provided by the Commission.
- 5) Farmers' Market Staff Liaison Report (Cameron Davis) – Davis relayed that he and Chair Lencioni had both received information from the Village Manager that afternoon and he provided a summary of this update to the Commission.

It was confirmed that the 2021 Farmers' Market will be held in the Pilgrim Church parking lot with the following potential qualifying factors: 1.) It will be a one-way Market; 2.) There will likely be, as of yet undetermined, attendance limitations; 3.) A Market entrance greeter/attendance regulator volunteer will be needed; and 4.) Music will be allowed, at a yet undetermined location, as long as it's string instruments only with appropriate distance between. The potential location of the possible 2021 aggregation program has not been determined by the Village.

Davis reported that there was an internal search for a Market Manager within current Village staff. Individuals approached about the position were ultimately not interested. The Village's Human Resources staff continues to promote the availability of Market Manager and Assistant Market Manager positions, we expect interviews soon.

Davis reported that Commissioner Hahs has drafted a comprehensive and detailed plan for the 2021 Aggregation (On-Line Ordering Pick-Up) Program. Davis has passed her plan on to his immediate boss Tammie Grossman, who then shared it with the Village Manager. Rachel can give details later in the meeting. Davis stated that he is concerned about staffing aggregation in 2021 as it requires a considerable number of hours to manage, let alone work. Commissioner Hahs and Davis will meet to determine if they think with the existing staff time (1 Manager and 3 Assistant Market Managers), there will be enough hours to appropriately manager aggregation.

Market vendor applications were sent out to vendors. Frank confirmed he received his e-mail with the 2021 application. The deadline to return vendor applications is April 2nd. The

applications are only one week later this year than last year. Davis shared with the vendors that the 2021 market will be 24 weeks, and that the previous Market manager would not be returning in that position in 2021. Davis reported that when the applications were returned by vendors, a master spreadsheet would be developed as a baseline for all future markets.

The On-line Ordering Pick-Up Program Ordinance that the Commission has previously discussed will be on the next Village Board agenda. Trustee Walker-Peddakotla asked if the purpose of the ordinance was to add the \$3.00 administration fee for on-line ordering and Davis confirmed that yes, this was the case. The Commission had decided months ago that they wanted the program, if it continued in 2021, to pay for itself. The program requires the purchase of tents, coolers, tables, bags and other miscellaneous items, all of which will require money. Trustee Walker-Peddakotla questioned how Link users would be able to pay that amount. Davis stated he is researching how to set up an off-setting benefit to give back to Link users possibly in special coupons. Commissioner Hahs shared that last year not many Link users utilized the online ordering system as they were not set up at first to accept Link. In the latter half of the season several Link customers used the online system. Commissioner Hahs also stated that for those customers who can't utilize any aggregation program we may have, "What's Good" app does have a delivery service.

Commissioner Knier asked how the Online Ordering and Pick-Up Program would be staffed in 2021. Knier stated that she is fully aware of Commissioner Hahs' commitment last year, which everyone was grateful for, but Commissioner Hahs will not be able to commit that same amount of time in 2021. Davis mentioned again that there will be one part-time Market Manager and three part-time Assistant Managers in 2021. Davis will continue to be a staff liaison to the Commission. The new Market Manager will be tasked with freeing-up as much of his or her time and as much of the Assistant Managers time as possible in order to administer the program. Commissioner Hahs and Davis will need to meet to see if the budgeted work hours appear to be enough time to use Market staff to administer the program.

Chairperson Lencioni asked if previous Assistant Market managers can be offered the Manager position? Davis stated that they can apply for the position through Human Resources. Commissioner Hahs asked why the open Market Manager's Position is not posted. Again, Davis stated that he is not involved in the hiring process at this point. Commissioner Hahs stated that she will not be volunteering at Aggregation every Saturday in 2021 and stated that she doesn't believe that it should be a Commission run program.

Davis will work with the Communications Department this week to make appropriate changes to the Village Website regarding the 2021 Farmers' Market. Commissioner Hahs asked if there was an update on the vendors' survey. Davis is working with the Village's Communications Department on getting the survey results. Davis will send the results of the survey out to the Commission Members prior to your April meeting.

- 6) Chair Report (Laura Lencioni) – Chair Lencioni shared that her term as a Commissioner is up this month, March 2021, and that she will not be returning to the Farmers' Market Commission due to personal reasons. She has asked the Village Clerk, Vickie Scaman, to have her term extended until the end of May when the Market opens. Lencioni encouraged anyone interested in taking her place as Chairperson to contact her and she will share what the position entails. The final selection of the new Chair is made by the Village President.
- 7) Church Liaison Report (Jeff Petertil) - Jeff Petertil expressed thanks, on behalf of the Church, to Staff Liaison Cameron Davis and Commission Chair Laura Lencioni for work above and beyond, and all the success that's been accomplished over the past year.

Pertil stated that he is happy to hear the Market will likely be moving back into the

Church parking lot. Further, he announced that the Church will be replacing their shed, in the alley north of the Church, in 2021. The Church is interested in how the donut operation will work in 2021. Davis, Petertil and others will set up a meeting at the Church parking lot to discuss 2021 set-up and potential donut sales issues. Davis will contact Petertil regarding dates for said meeting.

Regarding donut and coffee sales, if the Church wants to try and get information prior to the Health Department Order being released, Davis asked Petertil to have the Church send him a proposal, regarding how sales could be handled. And he will share the proposal with the Acting Health Director.

Petertil stated that the church would like to renegotiate the current contract with the Village regarding the parking lot to possibly include the elimination of the use of the Church restroom. Also, the parking lot is leased by the Village for overnight parking and the lease has expired. Davis stated that the parking lot lease is on a year to year provision, with two to three years left on the existing Market rental contract. He assured Petertil that there would be no-need for the Market to utilize the Church's restrooms in 2021. As in 2020, portable restrooms will be provided in 2021.

Petertil asked the commission members to help in finding non-profits to partner with the church on donut sales. Interested partners can be directed to Petertil at his e-mail address.

- 8) Vendor Liaison Report (Frank Damiano) – Liaison Damiano stated that he is glad to hear that the intent, as of today, is that the Market will be in the Pilgrim Church parking lot in 2021. He stated that he feels both the vendors and customers will be happy to hear this news.
- 9) Committee/Project Reports
 - a) Aggregation: Commissioner Hahs noted that there are different scenarios on how to set up aggregation in 2021. We will need to determine how many vendors are interested in participating in aggregation in 2021. Commissioner Knier asked if there is any chance that the vendors pay an extra fee for participating in online ordering and that fee could help staff it. Lencioni questioned whether farmers/vendors would want to help staff aggregation.
 - b) Communications: Commissioner Stewart. Stewart stated that the farmer feature stories are on the back burner. For now, her intention is to amplify what is going on now with the Market. Davis shared that part of the vendor application has a question for the vendor asking “what makes them unique.” David stated that if any vendor provided answers to this question he will forward it to Stewart. Stewart stated that she would be interested in seeing anything the vendors may share and she will figure out how best to use it to promote the Market.
 - c) Volunteers: Myndi Devore volunteered to work on the 2021 volunteer program, and she will take this on as her role with Commissioner Green supporting her. As we get closer to the start of the Market, and need volunteers to fill out Signup Genius, volunteer request e-mails/announcements will be sent out. Davis is working on getting a section of the next OP/FYI newsletter promoting the Market and volunteerism at the Market. If Davis gets any volunteer inquiries he will forward them to Devore.
 - d) Sustainability. Don't know yet on how to lay out the Go Green Days in the Market, if special events are allowed. Davis asked Commissioner Knier to send a paragraph on a Go Green Day plan to Davis so he can share it with his boss. Commissioner Knier

requested that Davis get guidance on how the market will be laid out before the next meeting. If special events are to be allowed, Knier would like to give information to participating organizations as they have been planning their events and she would like to give them as much information as possible as soon as possible.

- 10) Old Business: None
- 11) New Business: None
- 12) Adjourn: A motion was made, seconded and approved, to adjourn the meeting at 8:30 p.m.

Next Meeting April 14 2021, 7:00 p.m.