

FARMERS' MARKET COMMISSION
Meeting Minutes
April 13, 2022, 7:00 pm
Conducted Remotely

Commissioners Present:, Julia Knier (Chair), Myndi DeVore, Dina Ross, Jill Stewart, Tom Newman
Commissioners Excused: Dominic Cianciolo, Jessica Green, Rachel Hahs, Liz Stolfa, Artie Walker-Peddakotla

Staff Liaisons Present: Theresa Chapple, Erica Helms, Cindy Hansen, Sara Semelka

Pilgrim Church Liaison Present: Leslie Sutphen

Vendor Liaison Present: Frank Damiano

Public Comment. No public comments submitted.

Chairperson's Report. Chair Knier announced Tom Newman as new commissioner and new vendor liaison. Commissioner Newman works for Katich.

The Oak Park Farmers' Market mission was discussed. Last year the market lost 20% of vendors. The new market management and commission are working together to rebuild vendor list.

Call to Order. Chair Knier called the meeting to order at 7:22 pm when a quorum was reached.

Agenda Approval. Commissioner DeVore moved to approve the agenda as presented. Commissioner Ross seconded. All commissioners present voted in favor.

Approval of the Minutes. Commissioner Newman moved to approve the minutes of the March 9, 2022 meeting. Commissioner DeVore seconded. All commissioners present voted in favor.

Chairperson's Report, continued. Chair Knier led discussion around actions to drive more customers to market. Commissioner Ross to look into potential for gift cards and meal kit opportunities. Ms. Semelka to review meal kit health requirements. Ms. Semelka will correct the list of vendors (Brunkow Cheese is the same as Baked Cheese House). She will also check to see if vendors can offer samples this year.

The market has four bread vendors, yet lacks plants and Asian vegetables. More vegetable diversity is needed as is an organic vendor. Commissioner Newman suggested vendors could combine tables if they cannot do their own due to personnel shortages.

Committee/Project Reports:

Volunteer. Commissioner DeVore is building the SignUpGenius. Event dates were discussed. Volunteers are needed to sell merchandise and answer questions about Snap and Link. Two volunteers requested per slot.

Communications and Logo. Commissioner Stewart shared new logo by designer Judith Mayer. The Logo committee review and approved. Commissioner Stewart requested the Village do a press release and she'd like to do a feature with the new and old designers.

Ms. Semelka will work with the communications team on an announcement. The new logo is part of a package of designs and includes a color version. A fundraiser to create street banners was discussed. The additional designs will be shared at the next meeting. Commissioner Stewart moved to approve the new logo. Commissioner Ross seconded. All commissioners present voted in favor. The motion passed for the new logo design.

Children's Events. Commissioner Ross requested market calendar for children's events coordination. Then she can send a Doodle poll to the groups.

Events. Chair Knier will work on the calendar with Ms. Helms and send it to Commissioner Ross.

Sustainability. Chair Knier is seeking someone to take over the sustainability committee. The first two Saturdays of the market are the Go Green Days. Next month Chair Knier will represent the commission at the climate plan meeting.

Liaison Reports:

Pilgrim Church Liaison. Ms. Sutphen reported that all of last year's partners are returning. The tables and musicians will be back by the donuts. Will continue to serve bagged donuts. Donut prices to increase to \$1.25 as costs increased by almost 30%. Sustainable palm oil was investigated but supply chain issues make it impossible this year. Donuts crowds are coming later, likely due to a cultural shift.

Market Vendor Liaison. Commissioner Newman requested the vendor list to start reaching out to them.

Village Staff Update. Erica Helms is our new farmers' market manager. She is the sustainability fellow in the Village Manager's office and will continue that role part-time. Her priorities are to meet vendors, approve applications, confirm the map and schedule, and hire the three market assistants.

The farmers' market assistant position is posted on the Village website. Commissioners are encouraged to share the position with their networks. Chair Knier shared additional sites and Ms. Semelka will share those with HR.

Adjourn. Commissioner DeVore moved to adjourn. Commissioner Stewart seconded. All commissioners present voted in favor. Chair Knier adjourned the meeting at 8:28 pm.