

Oak Park Farmers' Market
January 14, 2009 Agenda
Room 102 ~ 7:00 p.m.

QUORUM CHECK: A quorum must be present to legally transact business. Members are reminded to excuse themselves in advance of the meeting if they will not be attending.

- 1) Approving minutes from November 2008 meeting
- 2) Budget Report – Mike Charley
- 3) Chairperson's Report – Melissa Wittenberg
⇒ Bread & Early Opening Updates
- 4) PR Committee Report – Roberta Jannsen, Nancy Fjortoft & Betsy Fechalos

Mission Statement: The Oak Park Farmers' Market provides access to healthy, locally grown food in an urban community setting, while celebrating the social connection and the cooperation between urban and rural.

Budget decisions

The PR Committee will reduce advertising costs in half (approximately) by only placing ads in the WJ. Last year, we placed ads in both Wednesday Journal and Oak Leaves.

Division of Labor

- Betsy will take the lead in PR and will be the liaison with Dave Powers, Director of Communications at the Village, Mike Charley, and Tony Bell (WJ ad liaison).

- Betsy will determine the event dates (after 2009 events are chosen) and print Event Cards.

- The Vendor of the week initiative and Nancy will go to the Growers breakfast on opening day of the market to get them to sign up for this.

- PR will be responsible for the website. After January discussion, the website will be reevaluated and modified as needed. As this is a collaboration with Dave Powers, Betsy would be the point person.

Discussionable items

Discuss mission is critical to determining the role and tasks of the PR Committee (and other committees and individuals responsible for key areas too, as (eg) merchandising and volunteers are only one commissioner. Among other things, depending on the conversation some tasks/events may be added or dropped.

Some of the outstanding current roles which may change based on the discussion include:

(a) is it PR's role to write articles? does the whole commission have to approve the idea for an article? *(we think this may belong to staff)*

(b) is signage part of PR's role? - *(Melissa, the consensus of the PR Committee is that signage should not belong to the PR Committee. This should be the role of each separate committee to get their signage needs met.)*

(c) bake sales are on the website - is this the role of PR?

(d) PR used to do an FYI ad to get volunteers for the reception in May. Last year a WJ/OL ad (a fortune) and didn't increase turnout. Should this be Barb Dolan's role? Does PR Committee do all PR for all functions of the Market?

(e) what is the REAL purpose of the PR Committee and the FM Commission? To bring in more Oak Parkers? Does DIOV get those new people? We don't get more (or less) budget regardless of how many people, how much we sell. Besides - doesn't everyone in OP who is interested know we're there and if we continue to advertise, should it be in other papers to attract other surrounding communities? If so, should they be "event" ads or periodic "come to OP FM" ads?

- 5) Committees & Special Events – Discuss, reevaluate & select positions
- 6) Management Committee Report – Frank Pond & Melissa Wittenberg
- 7) Manager's Report – Meredith Conn
 - ⇒ Grant Application, etc.
- 8) Merchandise & Sales Committee Report – Maggie Den Hartog
- 9) Church Liaison – Jeff Petertil
- 10) CIC Liaison – Karen Gegner – in her absence, update from Melissa
- 11) Growers' Liaison – Jim Vitalo
- 12) New Business
 - ⇒ Request feedback from current/past Market vendors & Friends for possible improvements at the Market – need someone to spearhead
 - ⇒ Increase recycling & “green” efforts at the Market – products, practices and education – any thoughts on how to do this?
- 13) Old Business
- 14) Confirm next meeting date – Wednesday, February 11, 2009
- 15) Adjourn