

Oak Park Farmers' Market  
February 11, 2009 Minutes

Present: Chairperson Melissa Wittenberg; Commissioners Ann Bill, Maggie Den Hartog, Barbara Dolan, Betsy Fechalos, Nancy Fjortoft, Chris Mitchell, Frank Pond; Market Manager Meredith Conn; Assistant Market Manager Kathy Lewis; Vendor Liaison Jim Vitalo

*M. Wittenberg called the meeting to order at 7:02 PM*

1) Approving minutes from January 2009 meeting

Minutes from January 14 meeting approved unanimously as corrected

2) Budget Report – As reported by Melissa Wittenberg

2009 Budget will essentially be the same as last year.

Discussion of Master Gardener Booth. Master Gardeners will be invited to attend next month's meeting to discuss presenting at the Market

3) Chairperson's Report – Melissa Wittenberg

→ M. Wittenberg has sent to Village personnel language to change the Village Ordinance to allow bread at the market. This change will be considered at Board Meeting on 2/17/09.

→ M. Wittenberg, M. Conn, and K. Lewis attended a meeting of city-wide farmers' markets where they gathered information about what other markets are doing to attract patrons, vendors, etc. They also learned about using a hand-held device to process Link card and credit/debit card transactions. M. Wittenberg has contact information to learn more about this resource.

→ Vendors will be told about how to obtain banners for their booths. Jim Vitalo has contact information.

→ 2009 application for vendors, bakes sales and food demos are available online on the Market's website.

4) Committees & Special Events – Discuss, reevaluate & select positions

→ Current committee/event staff will write up a 2-3 sentence description of the responsibilities of each committee and special event.

→ Discussion of the Commission's Committee and Event Assignments.

Management Committee will continue to exist.

Secretary will be rotated monthly and eliminated as a permanent position.

Merchandise and Sales will be retained as a committee.

Public Relations will be retained as a committee.

Friends will be retained as a committee.

See the attached spreadsheet for committee assignments.

→ Special Events for 2009

Dates were confirmed for all the special events for 2009. Kids' Day has been changed to have a more environmental focus. The temporary, unofficial name for the event is Go Green Day.

4<sup>th</sup> of July Parade has been eliminated as a Farmers' Market event.

See the attached spreadsheet for commissioner assignments to the events.

At this point there was a brief discussion of the challenges associated with recruiting new commissioners to fill current vacancies. M. Wittenberg noted that she has had difficulty getting responses from Karen Gegner, the CIC Liaison.

B. Dolan will ask Barbara Colpoys to apply.

M. Wittenberg will contact John Hale (Board Liaison) expressing our concerns about lack of responsiveness from CIC.

5) Manager's Report – Meredith Conn

Current vendors have been notified that new application is available. M. Conn will begin review of applications to determine suitable vendors.

6) Church Liaison – Jeff Petertil

No report.

7) CIC Liaison – Karen Gegner

No report.

8) Growers' Liaison – Jim Vitalo

J. Vitalo will supply compost for Go Green Day.

9) Merchandise & Sales Committee Report – Maggie Den Hartog

Funds remaining from last year were spent on new merchandise and merchandise has been received. M. Den Hartog will place one more order before she steps down.

10) Friends' Committee – Barbara Dolan

Friends recruitment event on May 19, 2009 at 7PM at the Library

B. Fechalos will place free ad in FYI about Friends' Recruitment event and a press release to the Wednesday Journal.

There was a brief discussion of having some sort of Friends' Recognition Event. The commissioners agreed unanimously to invite the Friends to the Growers' Luncheon

11) PR Committee Report – Betsy Fechalos

B. Fechalos has obtained pricing information for season's advertising of selected events in the Wednesday Journal, CTA (5% of trains), and the special event cards

12) New Business

B. Dolan will contact Friends for possible feedback on how to improve the market

In an effort to increase recycling & “green” efforts at the Market – products, practices and education—vendors will be reminded to be judicious in the use of bags, etc.

Recycling bins will be available this year at the Market

13) Old Business

None

14) Next Meeting

The next meeting will be held on Wednesday, March 11, 2009 at 7:00 PM. M. Wittenberg will be absent and F. Pond will serve as chair for this meeting. Nancy Fjortoft will also be absent.

*The Farmers’ Market Commission Meeting adjourned at 8:40 PM.*