

Oak Park Farmers' Market ~ April 14, 2010 Minutes ~ Room 101 ~ 7:00pm

Members Attending: Wittenberg (chair), Jutila, Bakker, Dali, Braslow, Fjortoft, Jones, Melican, Pond, Ex officio Charley, Conn, Petertil, Vitalo

Members Excused: Mitchell, Fechalos

- 1) Call to Order. The meeting was called to order at 7:00 p.m. A quorum was present.
- 2) Non-Agenda Public Comment -- No guests were present.
- 3) Approval of March 2010 minutes. The minutes were approved as corrected. Item 7, 3rd paragraph corrected - sells to sales.
- 4) Budget & Staff Report – Mike Charley
 - The budget was verbally presented. The Commission spent about \$2000 on t-shirts, and funds are available for the street banners to celebrate 35 years of OPFM.
 - Assistant Market Manager Interviews Update. They interviewed 5 candidates, and have submitted ranked lists of candidates to HR.
 - Bake Sale Applicant Status. Twenty-two applications have been received and 27 dates have been filled. .
 - Food Demonstration Applicant Status. 110 letters have been sent to local establishments and some responses are expected.
- 5) Manager's Report – Meredith Conn
 - Vendor Application Status. All applications received to date have been reviewed. Two previous vendors did not apply this year. She presented several applications and members provided comments on them. The Commissioners noted Ms. Conn's thorough review of the applications and her diligence in creating a balance of products at the market.
- 6) Chairperson's Report – Melissa Wittenberg
 - This year a list of vendors and their products will be available in the commissioner's booth notebook as a resource to answer customer questions.
 - Green Days – May 22 & 29. Volunteers are needed for set-up and clean-up, from approximately 6:30-7:45am and 12:30pm-1:15pm. All participants have been selected and are in place. Signage will be created urging customers to re-use bags and bring their own mugs (or buy our eco-friendly ones).
 - Upcoming Commission Chairperson's Meeting (June 30th) – 2011 work plan preparation. Commissioner Pond will attend this meeting as Chair Wittenberg will be out of town.
 - Commission Booth Sign-Ups for May & June Shifts. Emails have gone out regarding the booth schedule. Please respond with your availability.
- 7) Church Liaison – Jeff Petertil reported that the church is considering selling OPFM mugs at their donut stand.
- 8) Growers' Liaison – Jim Vitalo reported that farmers are ready for spring and the OPFM season.
- 9) Merchandise & Sales Committee Report – Chair Wittenberg reported on behalf of

Commissioner Mitchell. Merchandise will arrive soon and will to be sorted and folded. A new price sheet is also needed. Inventory/sheet will need updating.

- 10) PR Committee Report – Betsy Fechalos/Sam Dali. Commissioner Dali reported that a 19" by 60" banner is about \$50.00 and hardware is mounted on some poles already throughout the village. Public works would install, free of charge. We reviewed several templates and agreed to keep it simple, and include "Oak Park Farmers Market, logo, since 1976" and the background should be green with white lettering. Commissioner Dali and Mike Charley will decide where to place them in the village. Thanks to the PR Committee for researching the banners.
- 11) Friend's Committee – Melissa Wittenberg
 - Library Recruitment Night Reminder – May 4, 7pm @ Main Library. Chair Wittenberg will manage this event.
 - Friends update. An email has gone out to past friends soliciting their support for this year.
 - Special event flyers, neighborhood distribution – location ideas/hot spots? A small postcard was developed and will be distributed at the library, village hall, and at the OPFM commissioners' booth. Commissioners are encouraged to pick up some cards and leave them at their favorite venues.
- 12) Food Donation Program Committee – Melissa Wittenberg
 - West Suburban PADS (Public Action to Deliver Shelter)
 - Hephzibah
 - Oak Park Food Pantry
 - New ideas? No discussion on this item.
- 13) New Business
 - We discussed how to determine average market attendance. Commissioner Melican will research sampling techniques.
 - The OPFM work plan will be discussed at the May 12, 2010 meeting.
- 14) Old Business
- 15) Confirm next meeting date – May 12, 2010 – Room 101
- 16) Adjourn. The meeting was adjourned at 9:00.

MISSION STATEMENT:

The Oak Park Farmers' Market provides access to healthy, locally grown food and other products in a community setting, while celebrating social connections and building cooperation between urban and rural.

18-2-1: PUBLIC POLICY STATEMENT:

It is in the public interest for the Village to allow producers of food to sell directly to the public....

Get the latest Village news via e-mail. Just go to <http://www.oak-park.us/> and click on the e-news icon to sign up. Also, follow us on facebook, twitter and YouTube.

If you require assistance to participate in any Village program or activity, contact the ADA Coordinator at 708.358,5430 or e-mail ADACoordinator@oak-park.us at least