

Oak Park Farmers' Market Commission ~ May 12, 2010 Minutes

PRESENT: Chair Melissa Wittenberg, Commissioners Warren Bakker, Rebekah Braslow, Sam Dali, Grant Jones, Stacey Jutila, Bob Melican, Frank Pond, and Commissioner-designate Craig Charlton (per Village Clerk's Office, to be appointed 5-17-10); Staff Liaison Mike Charley; and Vendor Liaison Jim Vitalo

APPROVED ABSENT: Commissioner Betsy Fechalos, Market Manager Meredith Conn, and Church Liaison Jeff Petertil

ABSENT: Commissioner Nancy Fjortoft

The following bulleted numbers correspond to the May 12, 2010 agenda:

- 1) The meeting was called to order at 7:05 p.m.
- 2) No Non-Agenda Public Comment; Melissa introduced Craig Charlton, who then introduced himself; Melissa announced that Commissioner Chris Mitchell had resigned, shy of his 3-year term.
- 3) MINUTES: The April, 2010 minutes were approved with three changes of the word "Commission" to "Commissioner." Frank motioned to approve: seconded by Bob. Approved by unanimous vote.
- 4&5) BUDGET/MANAGER'S report: Mike Charley handed out the updated expense report, noting that a not a lot has been spent. \$415 was paid for the banners, which have been hung. One is in Village Hall, above the Welcome Center.

The Ass't Market manager position has been filled, pending the necessary background check. Mike met with other Village staff today on this.

Of the Food Demonstration solicitations sent, there is one confirmed, from The Perfect Dinner, for two slots. Of the Bake Sale solicitations, 23/4 positive responses have been received from OP groups, and 4 from groups outside OP.

The Village is continuing to work on the POS/Link program: a DNS # has been secured, and the VOP Finance Dept is securing an account #. The system won't be up in time for the May 22 Market opening, but progress is being made. Per Jim Vitalo, his experience at being involved in this program at our markets had been a win-win situation.

The vendors on the map and list Mike handed out are those thus far approved. Meredith will be contacting those who have not yet responded.

Mike stated that travel for Village employees has been severely curtailed because of budget issues; however, if there is a real need for a farm visit, after other avenues of contact have been exhausted, that need would be considered.

Melissa announced (more to come later) that she met with others in her "farmers' market" network, and that those markets also do farm visits, and that perhaps report sharing could be done in the future among markets as a cost-saving measure.

Mike reported that vendors who offer food samples are required by the IDPH to secure temporary food permits from the Village. The cost of these is \$96 for the season. Village staff visits the market and checks on procedures for food sampling (hand-washing stations, e.g.), and educates vendors on the rationale and needs for the permits, to control health issues. The permit fees offset the Village staff costs for the time spent at the market.

- 6) No CHURCH LIAISON report. Melissa reiterated that she hopes the church will buy some of our new recyclable/biodegradable mugs, for sale at their booth, as a more eco-friendly beverage holder.
- 7) VENDOR LIAISON: Jim Vitalo mentioned a recipe in today's Food section of the Tribune, along with a list of area farmers' markets.

He mentioned that for the Hines VA market, a not-for-profit (Windy City Rollers, in wheel chairs), sell chances on Wed & Th for a drawing on Th market day, for a basket of goods donated by the vendors. The not-for-profit keeps the proceeds.

- 8) FRIENDS: Melissa reported the success of the Friends event she hosted at the library: 4 new friends, a total of about 38. She has decided to try a one-Friend/2-hour shift this year and see how it works out. This avoids having too many people at the Booth with nothing to do. (Formerly, it was 1, 2, 2 on the three shifts.) Some of the Friends offered to distribute 8 ½" x 11" flyers, advertising the Market, to local businesses, for window display.
- 9) VENDOR ORIENTATION: Melissa reported everything is OK/ready. Maps and vendor rules will be handed out, and new vendors will be introduced.
- 10) GREEN DAY(S) UPDATE: Melissa reported that everything is OK for these.
- 11) VENDOR OF THE WEEK: Jim Vitalo has agreed to be the 1st Vendor of the Week on May 22.
- 12) DAY IN OUR VILLAGE (June 6, 2010): With Chris' resignation, there is a need for a additional commissioners to assist at the table: someone gregarious hopefully to engage folks in the "Guess the Vegetable" game. Rebekah has volunteered for a 10:30 am – noon shift, Craig possibly for noon – 2, and Sam for 3 – 5/6. Frank will contact Chris about things he may still have, and about changing contact info with the Village. He will also ask Chris if he'd like to volunteer. Frank still has to figure the logistics of getting the equipment to and from Scoville Park.
- 13) MERCHANDISE/SALES report: Rebekah had a "folding party" with the new merchandise, all of which will be moved to the church for opening day. Mike will get tally sheets and Melissa has the price lists ready.
- 14) PR COMMITTEE report: Sam and Mike reported that the 8 banners are hung: 2 in the DTOP area, 5 in the area of the Market (Lake Street, East Avenue to Elmwood), and the one in Village Hall. Sam will contact David Powers with questions about our web site, and she will contact the Lake Theater about advertising on the south side of the theater marquee.
- 15) CHAIRPERSON'S report: With Chris gone, but Craig in line to replace him, we will have a full 11-member Commission. Feel free to e-mail Melissa with shift preferences for the summer. Melissa reminded us that ONLY COMMISSIONERS will be allowed to handle money at the booth. It is therefore imperative that Commissioners stay at the booth for their entire 2-hour shift. The question of staff being available, and using the walkie-talkies was raised.
Melissa began a review of the 2010/2011 Work Plan. There is an upcoming Village meeting to discuss Commission work plans that Frank will attend in Melissa's absence. Mike asked that we review the 2010 budget for recommendations for the 2011 FM budget.
- 16) No NEW BUSINESS. Melissa will report on the Farmers' Market Get Together at the June meeting.
- 17) No OLD BUSINESS
- 18) NEXT MEETING DATE: June 9, 2010
- 19) There was a move to adjourn by Frank, approved unanimously.

Respectfully submitted,

Frank Pond

May 2010 Minute Taker