

Citizen Advisory Board or Commission
Work Plan 2010

FARMERS' MARKET COMMISSION

This revised work plan format provides space to list what goal of the Board of Trustees is supported by each project, what specific outcomes/deliverables were completed, the time frame of the project and any costs associated with the project. Attach your total anticipated budget for 2010, if any.

Board of Trustees Goals/Enabling Language

The purpose of each work plan item should be tied to the Board or Commission's enabling language and/or to board goals

- Board or Commission Enabling Language
- Diversity
- Housing
- Retail Strategy
- Commercial District Vitality
- Fiscal Responsibility
- Sustainability
- User Friendly Village Hall
- Intergovernmental Cooperation

Outcomes/Deliverables: Why are you doing this project?

List each **specific** deliverable or outcome produced/anticipated as a result of the project. Do not include administrative tasks such as meeting minutes or recruitment of board members.

Timeframe: When does/did this project take place? For annual projects indicate what time of year (if applicable).

Costs: List anticipated or actual (for past projects) costs of the project.

TOTAL 2010 BUDGET REQUEST:

Details of all the Commission Budgets are referenced in the actual budget in the section marked *Policy Development & Support*

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Ongoing Initiatives

Topic	BOARD GOAL	OUTCOMES	TIMEFRAME	COST (if any)
Community Relations	Sustainability	Expand and improve the Caring Carrots (food donation) program to support local charities Community events (examples?) Increase recycling and "Green" efforts	May 2010 and ongoing	
Customer Relations	User Friendly Village Hall	Conduct issue surveys of customers Engage local businesses through food demos	As needed Ongoing	
Vendor relations	User Friendly Village Hall	Vendor of the Week program	Weekly	
Financial support	Fiscal Responsibility	Investigate grant opportunities	Ongoing	
Marketing	Fiscal Responsibility	Conduct non-traditional marketing Refresh VOP and other national farmers market websites	Ongoing Frequently	
Networking /Process improvements	Sustainability	Develop relationships with local businesses, NFPs, other farmers markets and village departments Survey vendors for process improvements	Ongoing Ongoing	

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New Initiatives

TOPIC	BOARD GOAL	OUTCOMES	TIMEFRAME	COST (if any)
Process improvement	Fiscal responsibility	Revise open hours for May Market Days and notify vendors and public Utilize occasional empty spaces at market and increase participation Review and revise application to conform with ordinance provisions, rules and procedures Review ordinance and make any needed recommendations for change to Board of Trustees	Approved 11/16/09 for 2010 season As needed Q1 2010 As needed	
Sustainability	Sustainability	Conduct two "Go Green" Days (twice/season)	1 st half of 2010	
Marketing	Fiscal responsibility	Promote 35 th Anniversary of Farmers' Market	1 st half of 2010	