2018 DRAFT Work Plan for the Farmers' Market Commission
Supporting Sustainability

2018 Initiatives and Ongoing Projects

ENABLING LANGUAGE	PROJECT	OUTCOMES	TIMEFRAME	COST (if any)
18-2-11 (E) Farmers' Market Ordinance	Go Green Days	Allows Village partners and not-for-profits in the green industry to exhibit	First two Saturday's of Market in May	No cost
18-2-11 (E) Farmers' Market Ordinance	Children's Activities	Engage children and parents. Education on sustainability, locally grown produce, farming, and farm-related themes.	At least once per month	Largely volunteer coordinated with nominal staff personnel costs, printing and advertisement *(Budgeted under Farmers' Market & Health Department budgets)*
18-2-11 (E) Farmers' Market Ordinance	Attendance Survey	Obtain accurate counts of market attendance for use in vendor recruitment, promotions and budget requests.	Select market days throughout the 2018 season. At least three days, preferably four.	No cost
18-2-11 (E) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donate left-over foods to not-for-profit organizations	Mid May – October	No cost
18-2-11 (E) Farmers' Market Ordinance	A Day in Our Village	Community outreach and raising awareness of the farmers' market	First Sunday in June, 2018	Nominal budget for giveaway items, games, prizes. Staffed by volunteers, commissioners, and market staff. Staff personnel costs *(Budgeted under Farmers' Market & Health Department budgets)*

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18-2-11 (E) Farmers' Market Ordinance	Increase use of social media & other communication tools	Commission will communicate upcoming special events to Village staff and encourage the Village to use all the available social media tools to advertise the Farmers' Market. Commission will ask to reprint & redistribute 2017 leaflet with information about the market	January – December 2018	Farmers' Market, Environmental Health and Communications staff time *(Budgeted under Village budget personnel).* Printing and advertisement *(Budgeted under Farmers' Market & Health Department budgets)*
18-2-8 (E) – Farmers Market Ordinance	Farm Inspections	Encourage Village Board to support farm inspections/budget for this. Farm inspections increase the authenticity of the market and will increase the likelihood of vendors selling only what they grow.	January – November 2018	Staff personnel costs, travel costs *(Budgeted under Farmers' Market budget)*
18-2-11 (E) Farmers' Market Ordinance	Corn Roast Event	Commission will sell corn at Farmers' Market, encouraging patrons to visit market and bring in revenue for the Village	August 2018	Corn Roaster Rental *(Budgeted under Farmers' Market budget)*

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	Compost & Recycling Education and Outreach	Commission to recruit volunteers for event days (Corn Roast, Pie Bake-Off, and Stone Soup) in order to help educate the public about composting and recycling. Propose a 2018 subcommittee to work apart from normal "Friends" volunteer sign-ups and recruitment, in order to reach out to community groups, youth organizations, etc. regarding staffing/composting help sporadically, throughout the season.	May 2018-October 2018	No cost
18-2-11 (E) Farmers' Market Ordinance	Pie-baking contest	Community outreach and promotion of market products and farmers	September 2018, during harvest season	Largely volunteer with nominal costs including ribbons and market booth prizes, printing and advertisement *(Budgeted under Farmers' Market & Health Department budgets)*
18-2-11 (E) Farmers' Market Ordinance	Customer Survey	Information gathered will improve market operations and improve market for vendors and patrons	One Saturday Mid-May – October, 2018	No cost
18-2-11 (E) Farmers' Market	Vendor Survey	Information gathered will	November 2018	Staff personnel costs

Ordinance		improve market operations and improve market for vendors and patrons		*(Budgeted under Farmers' Market & Health Department budgets)*
18-2 – Farmers' Market Ordinance	Amend Farmers' Market Ordinance	Will work with Farmers' Market staff, Environmental Health Supervisor and Village Attorney to submit an amendment to the Farmers' Market Ordinance to Village Board. Amendments will improve Market operations.	2018	Staff personnel costs *(Budgeted under Farmers' Market, Health Department, Law Department & VMO budgets)*
18-2-11 (E) Farmers' Market Ordinance	Networking with other Farmers' Markets	Commission chair and members to network with other Farmers' Market organizers to learn best practices of other markets.	January – December 2018	Travel costs *(Budgeted under Farmers' Market budget)*
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Invite local food operators to host a food demonstration at the Farmers' Market.	Mid-May to October	Environmental Health Staff to review necessity of temporary food permit (to review off-season), or food permits themselves if ordinance is not amended off-season.
18-2-11 (E) Farmers' Market Ordinance	Stone Soup Event	Commission will run this event that encourages patrons to visit Market	October, 2018	Environmental Health Staff to review Temporary Food Applications and provide food safety consultation *(Budgeted under Health Depart. Budget)*, Farmers' Market Staff to coordinate rental of cooktop.

	Friends Recruitment Night	Commissioners will continue to recruit Friends at an annual Friends recruitment night at the Oak Park Public Library in May. Potential volunteers will be given an info sheet and overview of the market and volunteer opportunities.	May 2018	Small amount budgeted within the Farmers' Market budget for printing and under special events for snacks/water for this event.

2017 OUTCOMES

ENABLING LANGUAGE	PROJECT	2017 OUTCOMES
18-2-11 (E) Farmers' Market Ordinance	Go Green Days	Allowed Village partners and local businesses to exhibit green-oriented projects and products at the market.
18-2-11 (E) Farmers' Market Ordinance	Children's Activities	Collaboration with local child-oriented businesses, as well as the library. Improved community relations. Activities held on the 2nd and 4th markets each month engaged visitors and promoted farm-related activities.
18-2-11 (E) Farmers' Market Ordinance	Customer Attendance	Counted attendance on four separate market days. Report on 2017 attendance to be discussed November, 2017.
18-2-11 (E) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donated foods nearly every Saturday to the

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		Oak Park River Forest Food Pantry.
18-2-11 (E) Farmers' Market Ordinance	Day in Our Village	Commission volunteers staffed a tent, hosted "Guess the Vegetable" game, recruited volunteers and answered market questions.
	Friends Recruitment Night	Commissioners led a well-attended Friends recruitment night at the Oak Park Public Library in May. Potential volunteers were given an info sheet and overview of the market and volunteer opportunities.
18-2-11 (E) Farmers' Market Ordinance	Increase use of social media & other communication tools	Commission worked actively to communicate events to the Village. Commission created & distributed a new 2017 leaflet with information about the market. Commission created a Snapchat for Corn Roast, as a pilot project.
18-2-11 (E) Farmers' Market Ordinance	Corn Roast Event	Commission sold more than 1100 ears of corn. Net profit was over 300.00 more than in past seasons. Corn was donated from The Farm, Nichols, Geneva Lakes, and Genesis and butter from Brunkow.
	Composting Outreach	Volunteers helped educate the public about landfill, recycling, and composting at Corn Roast. Volunteers to be on duty for Stone Soup in October.
18-2-8 (E) – Farmers Market Ordinance	Farm Inspections	At least one farm visit was completed thus far, with two more scheduled by October
18-2-11 (E) Farmers' Market Ordinance	Pie Bake-Off	The market encouraged local residents to shop at their favorite vendors and create a pie with market ingredients. 26 entries were submitted and 15 picked by lottery. The event, farmers, and OP-area residents were promoted via social media.

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18-2-11 (E) Farmers' Market Ordinance	Vendor Survey	Information gathered will be evaluated by market staff and commissioners to improve market operations for vendors and patrons. The vendor survey should be conducted in October and evaluated in November, 2017.
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Solicited businesses to partake and garnered interest from Illinois Dieticians, Sugar Beet, and Winberie's. Two pulled over the 100.00 temporary food permit (waiver to be discussed off-season). Winberie's is scheduled to partake in two demos, in September and October.
18-2-11 (E) Farmers' Market Ordinance	Stone Soup Event	Stone Soup is scheduled for Oct. 28. Carnivore has partnered with OPFM to make soup from donated produce plus cheese and bread from market vendors.
18-2-11 (E) Farmers' Market Ordinance	Community Outreach	The market hosted several taxing bodies to do outreach at the market.
	YMCA Vegetable of the Week	The market partnered with the YMCA, which produced a fruit or vegetable of the week recipe card that could be handed out for free to patrons. As part of the relationship, the YMCA attended three markets.

Instructions for completing Work Plan

Please follow these instructions to complete your work plan:

Chart One: 2018 Initiatives & On-Going Projects
Column 1: Provide enabling language for your commission by topic. Use exact references only.
Column 2: List your 2017 Initiatives/projects you propose to the Village Board.
Column 3: Indicate what outcomes your project will produce.
Column 4: Indicate the proposed time frame for this project, including one which may be multi-year.

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Column 5: If required for your project, indicate your proposed budget for this project.

Chart Two: 2017 Accomplishments
Column 1: Provide enabling language for your commission by topic. Use exact references only.
Column 2: List your 2017 Accomplishments
Column 3: Indicate what outcomes you achieved