2019 Work Plan for the Farmers' Market Commission
Supporting Sustainability

2019 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 Saturdays 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 2019 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. In FY 2019, the FM Commission may opt of this event depending on staffing and identifying other events that may be more beneficial in promoting the market.	First Sunday in June	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 2018 leaflet with information about the market	January – December	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	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	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 2019 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 -October	No cost
18-2-11 (E) Farmers' Market Ordinance	Pie-baking contest	Community outreach and promotion of market products and farmers	September, 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	No cost

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18-2-11 (E) Farmers' Market Ordinance	Vendor Survey	Information gathered will improve market operations and improve market for vendors and patrons	November	Staff personnel costs *(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.	2019	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	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	October	Environmental Health Staff to review Temporary Food

		to visit Market		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	Small amount budgeted within the Farmers' Market budget for printing and under special events for snacks/water for this event.)
	Logo contest)	Commission would like to sponsor a contest to design a new Farmer's Market Logo		

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2018 OUTCOMES

ENABLING LANGUAGE	PROJECT	2018 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 Survey	Market customer attendance was not conducted in 2018. The FM Commissioner that was responsible for this work plan item resigned prior to the market season.
18-2-11 (E) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donated foods nearly every Saturday to the Oak Park River Forest Food Pantry.
18-2-11 (E) Farmers' Market Ordinance	Day in Our Village	The FM Commission did not participate in the 2018 Day in Our Village event, due to a lack of volunteers to work the booth.
	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 2018 leaflet with information about the market. Commission created a Snapchat

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		for Corn Roast, as a pilot project.
18-2-11 (E) Farmers' Market Ordinance	Corn Roast Event	The corn roast event was held August 11, 2018.
	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	Farm visits scheduled. More emphasis will be made by staff in 2019 to complete farm visits/inspections.
18-2-11 (E) Farmers' Market Ordinance	Pie Bake-Off Contest	The market encouraged local residents to shop at their favorite vendors and create a pie with market ingredients. 14 participants in the 2018 event that was held on September 1.
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.
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Several food demonstrations held. The Farmers' Market ordinance and Business License ordinance was amended so that Food Demonstration vendors did not have to pay Temporary Food fees, this increased the number of food demonstration participants in 2018.
18-2-11 (E) Farmers' Market Ordinance	Stone Soup Event	Stone Soup is scheduled for Oct. 27. Local food establishment 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.