



FARMERS' MARKET COMMISSION  
Special Meeting - Minutes  
August 19, 2015  
7:00PM  
Village Hall – Room 102

Present: Chairperson: Molly McDonough Carson; Commissioners: Erin Schoop, Todd Kuna, Joanne Balice, Adam Gill, Sandra Novack-Gottshall; Staff Liaison: Mike Charley; Farmers' Market Manager: Jessica Rinks; CIC Liaison: Frank Pond; Guest: Mary Chris Jacklevic

Excused: Commissioners: Jasmine Cleofe, Courtney Greve-Hack, Jennifer Purrenhage; Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil

1. Call to Order @7:04
2. Agenda Approval, Motion by Joanne Balice to approve agenda, seconded by Adam Gill, motion passed, agenda approved.
3. Public Comment – No public comment
4. Approval of Minutes – July 8, 2015, Motion by Sandy Novack-Gottshall to approve minutes, seconded by Todd Kuna, motion passed, minutes approved.
5. Church Liaison Report (Jeff Peteril) – Molly McDounough-Carson passed out an email Jeff Peteril had sent to Molly regarding a patron that had concerns regarding transfats being used as an ingredient in the donut making process.
6. Vendor Liaison Report (Jim Vitallo) – Not present
7. Chair Report (Molly McDonough-Carson)
  - a. Corn Roast recap – Jessica Rinks stated that the corn roast brought in \$1838 in revenues in 2015, more than the \$1700 in revenue in 2014. Jessica stated the corn roast went well. Adam Gill brought up that the corn roaster was shut down at 11:00 am, which was originally too early; the roaster was restarted so that there was sufficient corn to finish the event which was scheduled to end at noon. The corn actually lasted until 1:00 pm. A recommendation was made to provide a tent to shade the area where the corn is shucked. A second suggestion was made to provide more drinking water, since the water bottles provided ran out early. Molly recommended the corn donators be sent a thank you letter. Molly will coordinate this with Warren Bakker and/or Jessica Rinks.
  - b. Publicity update – Molly McDonough-Carson mentioned that she met recently at Village Hall with Jessica Rinks, Mike Charley, Dave Powers (Communications Dept), Patrick Rollens (Communications Dept) and Courtney Greve-Hack to discuss publicity including improving communications with the Village Communications Department and improving the Farmers' Market website content.
  - c. Ordinance update – No updates
  - d. Sampling update – (Discussed below under 9a)



8. 2016 Work Plan – Molly had Mike Charley distribute the 2015 work plan to the commission. Molly reviewed the work plan items with the commission to determine which items should be continued to the 2016 work plan. Molly will work on the work plan and have a draft ready for discussion at the next meeting.
9. Committee/Project Reports
  - a. Market Attendance Sampling (Sandy Novack-Gottshall) – Sandy distributed the attendance survey report. Sandy provided a brief summary of the survey results from the two surveyed dates so far in 2015 (May 23, 7,271 visitors; August 15, 5,879 visitors). Sandy noted that May 23 was opening day and August 15 was the corn roast event. Sandy noted that both dates' weather were similar being pleasant and sunny nice days. Sandy stated that she is interested in surveying again this summer; possibly on another good weather day without a special event and possibly another date that the weather isn't as nice. Todd Kuna recommended reaching out to an OPRF stats class to see if volunteers would be interested in helping out with the attendance survey.
  - b. Friends Update (Erin Schoop) – Erin suggested that the 7-9am and 11-1pm shifts don't require 2 volunteers and that this number can be reduced to only one volunteer per shift.
  - c. Children's Activities (Courtney Greve-Hack) – Molly stated the next event is scheduled for August 29 and is the University of Illinois Extension Service Master Gardener program. The September kid's event will be a music-related event.
  - d. Publicity (Courtney Greve-Hack, Todd Kuna, Joanne Balice) – No update
10. Farmers' Market Liaison Report (Mike Charley) – Mike distributed the 2015 budget and provided some background information on the different expense line items.
11. Farmers' Market Manager Report (Jessica Rinks) – No report
12. Old Business
  - a. T-shirt inventory – Molly McDounough-Carson recommended purchasing additional t-shirts prior to the end of the year. Mike Charley communicated that the balance left in the operational budget is \$469.42. Jessica will research purchasing additional t-shirts.
13. New Business – No new business.
14. Adjourn – Erin Schoop motioned to adjourn, Todd seconded, motion passed and the meeting was adjourned at 8:54 pm

Next Meeting: Wednesday, Sept. 9, 2015 room 101, Village Hall @ 7:00 p.m.