



FARMERS' MARKET COMMISSION
Meeting Minutes
October 14, 2015
Village Hall – Room 101

Present: Chairperson: Molly McDonough Carson; Commissioners: Jasmine Cleofe, Erin Schoop, Todd Kuna, Courtney Greve-Hack, Mary Chris Jaklevic, Jennifer Purrenhage, Sandra Novack-Gottshall, Joanne Balice, Adam Gill; Staff Liaison: Mike Charley; Farmers' Market Manager: Jessica Rinks;

Guest: None

Excused: Commissioners: Church Liaison: Jeff Peteril; Vendor Liaison: Jim Vitalo; CIC Liaison: Frank Pond;

1. Call to Order
2. Agenda Approval: Agenda approved, first by Gill, second by Novack-Gottshall
3. Public Comment: No public comment
4. Approval of Minutes – September 9, 2015: Minutes approved, first by Novack-Gotshall, second by Gill
5. Church Liaison Report (Jeff Peteril) – No report
6. Vendor Liaison Report (Jim Vitallo) – No report
7. Chair Report
 - a. Chair McDonough Carson questioned whether the vendors understand the commission's responsibilities and relationship to the market. McDonough Carson wanted to determine how much the vendor liaison is doing to communicate information to the vendors. McDonough Carson recommended that she contact the vendors in November and share the commission's work plan and other general information about the commission.
 - b. McDonough Carson mentioned that she observed in the ordinance that if the Village is going to adjust vendor fees that the fees must be approved by the commission and the Village Board.
 - c. Commissioner Schoop reminded the commission that there are still slots available for the Stone Soup even which is scheduled for October 31. Commissioner Greve-Hack mentioned that there are Kid's activities also scheduled for October 31.
8. Farmers' Market Liaison Report (Mike Charley): No updates
9. Farmers' Market Manager Report (Jessica Rinks): Farmers' Market Manager Rinks stated that the market is fully scheduled with bake sales and special events for the remainder of the year. Rinks then communicated that during the last children's activity (Ms. Clara's Music), certain vendors communicated that they were annoyed with the music being too loud. In addition, there were so many strollers parked in



front of Nordic Creamery that certain vendors requested the strollers be moved so that customers could access their booths. Strollers were moved at that time with the help of market staff. Rinks communicated that she did email the vendors after the event and provided the vendors more information on the special event including information about the commission's efforts that go into planning special events and how these events are scheduled to increase patron attendance at the market. Rinks stated that Herbally Yours, Denanne and Bread Man farm visits were completed since the last meeting by Rinks and Farmers' Market Assistant Robin Schirmer. Rinks communicated that she received an email from Katic bakery and they communicated that they may be interested in applying to participate in 2016.

10. Mission Statement (Ordinance Update) – McDonough Carson presented a draft Farmers' Market mission statement. The mission statement was vetted by the commission further. McDonough Carson asked the commissioners to be prepared to discuss and finalize the mission statement at the next commission meeting.

11. Committee/Project Reports: No updates

12. Old Business: No updates

13. New Business: Commissioner Gill asked if the market could be reconfigured to add more market spaces. There was some discussion on the logistics of making this happen including where vendors would park and how would vendors unload in the morning and load after the end of the market.

14. Adjourn @ 8:30 pm: first by Greve-Hack, second by Schoop

Next Meeting: Wednesday, November 11, 2015 room 101, Village Hall @ 7:00 p.m.