



FARMERS' MARKET COMMISSION
Meeting Minutes
June 8, 2016
7:00PM
Village Hall – Room 101

Present: Commissioners:, Chairperson: Molly McDonough Carson, Joanne Balice, Dominic Cianciolo, Erin Schoop, Mary Chris Jaklevic, , Erin Schoop, Sandra Novack-Gottshall, Jennifer Purrenhage, Todd Kuna, Adam Gill,; Farmers' Market Manager: Jessica Rinks

Excused: Commissioner: Jasmine Cleof; Staff Liaison: Mike Charley; CIC Liaison: Frank Pond; Church Liaison Jeff Petertil; Vendor Liaison: Jim Vitalo

- 1) Call to Order @ 7:03 pm
- 2) Agenda Approval: Agenda approved, first by Gill, second by Novack-Gottshall
- 3) Public Comment: None
- 4) Approval of Minutes – May 11, 2016, Minutes approved, first by Novack-Gottshall, second by Gill
- 5) Church Liaison Report (Jeff Petertil): None
- 6) Vendor Liaison Report (Jim Vitalo): None
- 7) Chair Report:
 - a) Veggie of the week- going well. The YMCA will print them in batches of 3 weeks at a time.
 - b) Molly- WBEZ press release language. Molly has crafted a few options. We have to provide them with one short version and one long version. Commission recommends changing "Open air" to "fresh food market" or "producer only market". The commission recommends changing "bluegrass" to "bluegrass music" Commission would like to mention children's activities. Commission recommends getting rid of reference of locality as mileage. Commission would like language regarding ink. Molly will work to revise the statements then provide them to WBEZ. Their first market will be June 18th so they will start promoting it that week.
- 8) Farmers' Market Liaison Report (Mike Charley): None
- 9) Farmers' Market Manager Report
 - a) Jessica announces that she will be resigning as farmers' market manager effective sometime in August. Current assistant manager Kelly Katzmann Cavillo will likely be taking over as manager.
 - b) Jessica continues to make adjustments to the vendor map including relocating Dennanne to the space between Bread Man and Mint Creek.
 - c) Jessica shared two sample tote bags Kama one made of jute and one made of woven poly. Commissioners love the Jeep back and are less enthusiastic about the poly bag.
 - d) Jessica reports that the electronic credit debit and Link card processing is going okay. Number of transactions each day is down from last season. However staff are still very busy running transactions during the market. The current situation is okay however further improvements to the system should be considered for the future.
- 10) Committee/Project Reports
 - a) Day in our village – the commission was given a great spot this year! Despite use of tent weights, tent flipped but no damage or injuries. Ran out of fliers and give aways. Guess the vegetable was very popular. This year's vegetables were radishes and fennel. There was a lack of volunteers for this event however 1 commissioner basically ran the whole event by themselves.
 - b) Volunteer recruitment- great volunteer response this year except for day in our village. Looking at upcoming Market dates we still need volunteers for June 25th.
 - c) Corn roast boss- we need a commissioner to take the lead. Dominick might be able. Molly will be in attendance the whole day.
 - d) Attendance counts- attendance estimates for first day of Market are down from last year's opening day. This year we were at around 5,000 attendees, not 7,000 like last year opening day. Not sure why. Lots of competing events in Oak Park on this year's opening day maybe. We will continue to count on three other dates this season and see if there is a season side trend.

- e) General discussion- Can we promote on Facebook what's new at the market that week? Get vendors to tell us in advance? Come in early and do posts at the day of the market. Ask vendors for a sneak preview of what they will be selling in advance? Post on mom mail?
- f) Children's activities- gave out about 300 seed pots first week. Did it the second week as well not sure how many pots we gave out. Ms Clara was there last week. Maybe we need a volunteer person to encourage kids to participate. No more slots for kids activities this year
- g) We have a guest attending today's meeting. Cindy Gilmore- guest interested in joining the commission.

11) Old Business: None

12) New Business: None

13) Adjourn @ 8:02 pm, first by Cianciolo, second by Jaklevic

Next Meeting Wednesday, June 8, 2016, 7-9 pm, Room 101, Village Hall