



FARMERS' MARKET COMMISSION  
Meeting Minutes  
October 12, 2016  
7:00PM  
Village Hall – Room 102

Present: Chairperson: Molly McDonough Carson; Commissioners: Erin Schoop, Jasmine Cleofe, Dominic Cianciolo, Joanne Balice, Mary Chris Jaklevic, Todd Kuna, Sandra Novack-Gottshall, Jennifer Purrenhage; CIC Liaison: Frank Pond; Farmers' Market Manager: Kelly Katzmann; Church Liaison Bruce Cox

Visitor: Donna

Excused: Commissioner: Adam Gill, Jennifer Purrenhage; CIC Liaison: Frank Pond; Farmers' Market Manager; Staff Liaison: Mike Charley; Vendor Liaison: Jim Vitalo

- 1) Call to Order @ 7:01 pm
- 2) Agenda Approval: Agenda approved, first by Novack-Gottshall, second by Jaklevic
- 3) Public Comment: None.
- 4) Approval of Minutes – August 14, 2016: Minutes approved, first by Jaklevic, second by Balice.
- 5) Church Liaison Report (Bruce Cox)- Inquired about the location of the garbage cans during the week. The cans take up a vital parking spot for Pilgrim staff and parishioners. Pilgrim volunteers and staff for the market feel there has been a slight downward trend of customers to the market this year and last, too.
- 6) Vendor Liaison Report (Jim Vitalo), not present
- 7) Chair Report: No updates
- 8) Farmers' Market Liaison Report (Mike Charley): No updates
- 9) Farmers' Market Manager Report (Kelly Katzmann)
  - a) Vendor updates: Katzmann talked to Robert from Johansen's and the mother this past month and communicated the importance of a consistent vendor presence to the density and success of the market. Since the conversation, Johansen's has been present at every market, with both Robert and the mother.

Katzmann talked to Mint Creek regarding the customer complaints regarding the meet. Mint Creek said no customers came to them, but if they did, they would offer a full replacement. They cited one scenario with eggs that they did this with a customer at another market.

Nordic was absent at two markets (Sept. 17 and Oct. 8), but they e-mailed the 24 hours prior to indicate they would be absent. Katzmann thinks it had something to do with their equipment.



- Herbally Yours was absent from the 9/24 market as indicated on their application.
- b) New T-shirt merchandise have sold well over the past month.
  - c) Katzmann commented that Ellis Family Farms has expressed interest in a market season starting later and running later into November. They said they have lots of apples and other products well-up into Thanksgiving and know that plenty of other vendors have expressed this desire as well. The commission discussed a variety of ideas related to this and settled by deciding to pose the question on the vendor survey this year.
  - d) Katzmann reported that Robin Schirmer, Market Assistant, completed three farm visits this season: Tomato Mountain, River Valley, and Geneva Lakes. Sandhill was also a potential for a visit this year. McDonough Carson and Novack-Gottshall expressed interest in learning more about the implications for Sandhill's upcoming split of the business into two. Specifically, what it means for the meat. Katzmann will inquire with the Sandhill staff.

#### 10) Committee/Project Reports

- a) Sandy Novack Gotshall stated they will be doing a final attendance count on Stone Soup. They will have an updated tally at the next meeting.
- b) Kuna stated that the book bike will be present on Oct. 29 (make-up rain date) and he will request that they read aloud books for the children present.
- c) This is Balice's last meeting. She has forwarded the information to McDonough Carson with the theater marquee contact information to announce the start of the season each year.
- d) Schoop indicated there are three slots open still for this Saturday's volunteer shifts as well as three on the 22<sup>nd</sup>. Many volunteers are needed for the 29<sup>th</sup>, only 12-2 is filled currently.
- e) Cleofe updated that she has been in contact with Winberries for Stone Soup and they are confirmed. Winberries will be picking up the pots and will do their shopping on the 22<sup>nd</sup>. Katzmann will communicate to vendors about the food donations to be used for Stone Soup. Cleofe asked about the burner and propane rental and Katzmann will inquire with the Village about making it happen. McDonough Carson volunteered to pick-up the burner on Friday, Oct. 28, but will need someone with a large enough vehicle to take back on Saturday, Oct. 29. Novack-Gottshall will attempt to take it back if her vehicle can accommodate. Soup will begin being served at 9am.

#### 11) Old Business, none

#### 12) New Business

- a) Vendor Survey. The commission as a whole discussed the possibilities of adding and removing questions. Katzmann suggested adding questions about a season modification/extension, placement of the activity/bake sale tents, credit card transaction needs and concerns. Jaklevic expressed interest in winter market and would like to gauge vendor interest. Novack-Gottshall stated interest in adding a question inquiring about the perceived decrease in sales. Kuna suggested specific and brief phrasing for the vendor survey. Katzmann will take all suggestions and modify the vendor survey and send out a draft to commissioners. The commission also talked at length a variety of proposed solutions to issues mentioned in the vendor questions. For transactions, McDonough Carson inquired about the possibility of used Squared Space software for both card and link transactions at the info tent. For the activity tent placement, McDonough Carson highlighted the importance of separating the activity and bake sale tents. Novack-Gottshall suggested putting the children's activity by the info tent. Katzmann suggested swapping Tree of Life out and putting both the non-vendor tents in that place and moving Tree of Life to the space



between Nordic and Tomato Mountain. Further exploration will be made once vendor feedback is received.

13) Adjourn @ 8:16pm, first by Jaklevic and second by Kuna.

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