



FARMERS' MARKET COMMISSION
Meeting Minutes
November 9, 2016
7:00PM
Village Hall – Room 102

Present: Chairperson: Molly McDonough Carson; Commissioners: Erin Schoop, Jasmine Cleofe, Dominic Cianciolo, Joanne Balice, , Todd Kuna, Sandra Novack-Gottshall, Jennifer Purrenhage, Adam Gill, Julia Knier; Farmers' Market Manager: Kelly Katzmann; Staff Liaison: Mike Charley

Excused: Commissioner: Mary Chris Jaklevic; CIC Liaison: Frank Pond; Vendor Liaison: Jim Vitalo; Church Liaison Jeff Petertil

- 1) Call to Order at 7:06 pm
- 2) Agenda Approval, agenda approved, first by Novack-Gottshall, second by Cianciolo
- 3) Public Comment: None
- 4) Approval of Minutes – October 12, 2016,
- 5) Church Liaison Report (Jeff Petertil): No updates
- 6) Vendor Liaison Report (Jim Vitalo): No updates
- 7) Chair Report
 - a) Vendor Survey: Katzmann presented a synopsis of the vendor survey results to-date, including highlighting some of her observations. Nine vendors had taken the survey through today.
 - b) Market Wrap-Up Discussion: Kelly communicated that she met with market staff members Robin Schirmer and Betsy Kelly regarding the 2016 Farmers' Market. The discussion focused on items that can be addressed during the off season including, but not limited to: how to make the wireless device sales more efficient; new signage for dogs in the market; how to best manage vendors that break rules, don't attend market dates or customer product complaints; whether vendors should submit a complete application (vs a partial application). McDonough Carson communicated that she would support submittal of a full application in 2017 and recommended that vendors submit full applications at least once every two years. Other topics staff discussed were bake sale guidelines and how to best manage persons such as not-for-profit groups and politicians hanging out just west of the market entrance.
- 8) Farmers' Market Liaison Report (Mike Charley): Mike presented data on 2016 wireless sales. Credit/Debit sales/transactions were down. Link sales were pretty steady compared to last market year.
- 9) Farmers' Market Manager Report (Kelly Katzmann): See her report within item 7 a & b above.
- 10) Committee/Project Reports



- a) Stone Soup: 450 to 500 cups of soup were given away at the event. It was a squash soup and the event went well. Winberies restaurant made the soup this year.
- b) Kuna communicated that the Oak Park Library book bike came on the final market date October 31.
- c) Schoop asked about volunteers receiving something for volunteering. McDonough Carson communicated that volunteers receive a free farmers' market t-shirt after they volunteer several times at the market. Schoop communicated she has a person that is interested in being a market commissioner and she will refer this person to McDonough Carson, Charley or the Village Clerk Terry Powell.
- d) Novack-Gotshall presented the final attendance survey results. Highlights include:
 - i) Estimated an average of 4,700 patrons visited on a non-rainy day.
 - ii) Estimated that 102,927 patrons visited the market in 2016
 - iii) Estimated that 104,604 patrons visited the market in 2015
 - iv) Poor weather has the greatest effect on market attendance, although no rain dates were used in 2016 for market attendance.
 - v) The peak market hour is 9:00 am, with the hours of 8:00 am to 11:00 am being the highest attendance hours.
 - vi) There is no obvious increase in attendance on special-event dates, however with a such a small sample sizes, it is not possible to properly evaluate the effect of these events on daily attendance.

11) Old Business: None

12) New Business, A motion was made to cancel the December 14 Farmers' Market Commission Meeting. The commission voted to approve the motion.

13) Adjourn @ 8:40 pm, first by Novack-Gotshall, second by Gill

Next Meeting Wednesday, January 11, 7-9 pm, Room 101, Village Hall