

FARMERS' MARKET COMMISSION
Meeting Minutes
August 14, 2019
7:00PM
Village Hall – Room 101

Present: Laura Lencioni (Chair), Rachel Hahs, Julia Knier, Jennifer Purrenhage, James-Robinson-Parran, Dina Ross, Jill Stewart, Liz Stolfa, Katie Weaver, Market Manager: Colleen McNichols, Mike Charley,

Excused: Commission: Dominic Cianciolo, Myndi Devore; Vendor Liaison: Jim Vitalo; Church Liaison: Jeff Petertil; Staff Liaison:

Guests: CIC Liaison: Frank Pond

- 1) Call to Order at 7:05 pm
- 2) Agenda Approval: Approved, first by Ross, second by Stewart
- 3) Public Comment: None
- 4) Approval of Minutes – July 10, 2019: Approved, first by Ross, second by Robinson-Parran
- 5) Church Liaison Report (Jeff Petertil): No report
- 6) Vendor Liaison Report (Jim Vitalo): Jim communicated via an email dated 08/14/2019 "At the Hines VA Market Jim Hardin and I used this method for our seasonal corn roast. We would start very early. Roast the corn 1/2 way thru and put it in 3 large metal coolers. The coolers turned into steaming hot boxes and kept the corn clean of flies and other bugs. This method also gave us a lead on the crowds. We kept filling the coolers/warmers cooking the corn more as the day went on. No big crabby lines and hot clean corn for everybody. We kept this up all corn season with 2 BBQ grills and 3 coolers using Jimmy Hardens corn. Also ask him about Balsamic grilled peaches that only took one minute to cook and sold for \$1 per half. After Jimmy's costs the profits were donated various Veterans organizations. PS If the vets lived at the hospital and did not have any money their corn (normally \$1.25) was free....the peaches made up for the cost of everything."
- 7) Chair Report (Laura Lencioni)
 - a) Review Farmers' Market Work Plan: Mike Charley communicated that the 2020 Work Plan and 2019 Work Plan accomplishments is due at the September meeting. The commission decided at the last meeting to not participate in A Day in Our Village, but to instead participate in Earth Day.
- 8) Farmers' Market Liaison Report (Mike Charley): No updates
- 9) Farmers' Market Manager Report (Colleen McNichols)
 - a) Vendor Updates: McNichols recommended that vendors are allowed to sell prepared foods from noon – 1:00 pm to attract more customers during these hours. David Hammond is completing a video with the assistance of Joe Kreml and the Communications Department regarding customer behavior with foods at the market (touching/smelling) food. They are scheduled to film this video on Saturday August 17, 2019.
 - b) People Count (attendance survey) will be tentatively be completed on September 7, 2019.
 - c) Corn Roast: McNichols handed out data on how much corn was sold at the 2019 corn roast compared to previous years.

- i) 2019 Gross: \$1380
- ii) 2018 Gross: \$1851
- iii) 2017 Gross: \$2077

Knier recommended there be more publicity regarding that the corn roast is a fundraiser. Can we reach out to the Wednesday Journal to inquire whether they want to interview Colleen for a story on how the market runs. Do people know that the market is volunteer run with the commission playing such a large role in the market? Knier recommended having some stories regarding the market. Stewart recommended that there be more signage at the market. A recommendation was made to create seasonal and/or Special Event driven posters.

McNichols communicated that the Shawnash fundraising event on August 11 turned out really well, with excellent food and music. It was recommended there be a Facebook post on the event.

Farm visits: McNichols communicated that she is going to the Southeast part of Wisconsin on Friday August 23 (River Valley Ranch, Geneva Lakes)

10) Committee/Project Reports

- a) Special Event Dates, Commissioner Chair Committee Assignments/Responsibilities
 - i) Pie Bake Off – Ross communicated that judges set for event, there will be four judges. There are currently four applications submitted. Ross communicated that some additional servers are needed for this event.
 - ii) Volunteer Program: Purrenhage asked if the Village would possibly pay for a “Pro” account for Sign-up Genius. The Pro account would provide specific features that would help with volunteer management.
 - iii) Sustainability: Knier communicated that volunteers manned the waste, recycling and composting event to educate customers. Knier asked that next year for the corn roast that people handing out change and handing out corn have to say 1) when you are done everything goes in the gray bin and 2) thank you for supporting the market.
 - iv) Communications: Stewart met with the Village Communications Department about marketing including a blog that can be connected to the Village website. Stewart is recommending this blog be piloted in September & October this year. She is asking for volunteers to help with the blog. Knier recommended creating the blog templates during the off-season.

11) Old Business: Lencioni communicated that she has been contributing to the writing of the Oak Park Eat blog, Liz Stolfa has also participated. Lencioni communicated that she is looking for others to participate by helping write some of the blogs. They are due on Wednesday afternoons. McNichols communicated that for the blog photographs can be taken at the market to support the blog piece.

12) New Business

13) Adjourn at 8:02pm, first by Purrenhage, second by Ross

Next Meeting Wednesday, September 11, 2019 7-9 pm, Room 101, Village Hall