

## FARMERS' MARKET COMMISSION

Meeting Minutes  
October 14, 2020  
7:00PM  
Conducted Remotely

Commission Members Present: Laura Lencioni (Chair), Myndi Devore, Julia Knier, Dina Ross, Jill Stewart, Liz Stolfa, Katie Weaver, Rachel Hahs, Dominic Cianciolo, Jennifer Purrenhage.  
Commission Members Absent: Liz Stolfa and Kate Weaver.  
Staff Liaison Present: Cameron Davis, Asst. Director Development Customer Services  
Staff Present: Colleen McNichols, Market Manager  
Others Present: Church Liaison Jeff Petertil

- 1) **Call to Order:** The meeting was called to order by Chairperson Lencioni at 7:08 pm.
- 2) **Agenda Approval:** A motion, to accept the agenda as presented, was made, seconded and approved.
- 3) **Public Comment:** Chairperson Lencioni asked Staff Liaison Davis if any written public comment had been submitted. Davis stated that there was no public comment.
- 4) **Approval of Minutes:** September 9, 2020 Meeting Minutes were approved with changes regarding Commissioner Knier's comments related to vendors on South Blvd. and East Ave. Davis will make the changes, as directed.
- 5) **Chair Report (Laura Lencioni):** The "Commission Recruitment" agenda items was not discussed. The "Marge Gockel Memorial Activity" agenda item was not discussed. In addition, the "Miscellaneous Other General Information" agenda item was not discussed.

The Commission reviewed the 2020 workplan accomplishments and the 2021 workplan goals. Chair Lencioni screen shared the proposed 2021 workplan. The Commission discussed and commented on the items below.

- Enabling Language - Will need to be checked by Chairperson Lencioni and Staff Liaison Davis.
- Customer Survey – Completed usually in mid-October at no cost.
- Vendor Survey – Completed in November at no cost.
- Farmers' Market Ordinance – No change expected.
- Networking with other Farmers' Markets - Changed the wording. Market Manager as well as the Commission Chairperson and other Commission member have interacted and networked with other local Farmers' Market organizations at little to no cost.
- Food Demonstration, Stone Soup, Friends Recruitment Night – No change.
- Logo Contest Redesign - Changed to Logo Redesign. Manager McNichols had someone who will do it for approximately \$250 dollars. Liaison Davis suggested to add the comment under \$300 dollars.
- Apple Heritage Festival – An educational event on various apples at minimal or no cost.

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Manager McNichols reminded the Commission that Health Department Director Charley, at the Commissions September meeting, stated that there would be no additional money in the 2021 budget for special events. The expectation is that the amount budgeted will be \$900, the same as FY20. McNichols stated that the Commission will need to be more creative and work with what we have in terms of programing, if programming is allowed.

- Sustainability Event - Directive to teach customers on sustainability and we will need activities to present at no cost.
- Online Pilot-Program/Aggregation – Move the aggregation/pilot-program to an ongoing permanent program with costs offset by the institution of an administrative charge through the “What’s Good” application. Commissioner Knier stated that she supports the aggregation program being cost-neutral. The Commission will need to look at the cost of aggregation programming in January, February and March of 2021.

### 2020 Workplan Outcomes

- Attendance – This will not be known until the October 31<sup>st</sup> Market is complete.
- Food Donations – Significant donations to Beyond Hunger have been happening every week of the Market. Commission Knier asked if we knew the total pounds of donations. Market Manager McNichols will contact Beyond Hunger and inquire about an approximate total regarding the amount of the Markets donations.
- Social Media and Communication – Blog posts, encourage on-line ordering, more info on face book that had not previously been provided.
- Farm Inspections - Cancelled due to COVID.
- Customer Survey – No cards were handed out. Cancelled due to COVID.
- Vendor Survey still happening in November.
- Networking with Other Markets - Manger McNicols has been networking with other markets and also studied aggregation programs. Chair Lencioni requested McNichols to send her a summary.
- Contest - Cancelled due to COVID.

Chairperson Lencioni will work with Staff Liaison Davis regarding the enabling language.

Commission Knier asked if the Farmers’ Market Ordinance was adjusted to allow for the aggregation program. Staff Liaison Davis stated that the Board and Village Manager have allowed the aggregation pilot-program to occur in 2020.

**Chairperson Lencioni asked the Commission to approve the work plan, as discussed, and she will make the suggested adjustments to the plan. The Chairperson took good notes regarding the changes. A motion was made to approve the 2021 work plan with Chairperson Lencioni making the necessary changes to the document. The motion was seconded and unanimously approved.**

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- 6) **Farmers' Market Staff Liaison Report (Cameron Davis):** Davis reported that minor adjustments have been made to the walking-market's staffing in an effort to reduce staff work hours dedicated to the Market, while still ensuring customer safety. Over the past month, additional Police Department staff has been present as the Better Lake Street project comes to an end and more traffic exists on Lake Street.

Davis reported that staff's attendance expectations are being met and estimated that total 2020 Market attendance will exceed 60,000 customers. Lower attendance is expected in the weeks ahead as the weather turns cold.

On a weekly basis, staff is receiving thank-you comments from customers enjoying the walking market. While this has been a regular occurrence throughout the entire season, the number of weekly complimentary comments has increased as the market season moves towards its conclusion. Open for questions, there were none.

- 7) **Farmers Market Manager Report (Colleen McNichols):** McNichols reported that the annual vendor survey questions were sent to commissioners and there is no change from last year. McNichols stated that maybe this is the year for new questions. Further, McNichols expressed appreciation for Village staff's efforts.

Colleen reported that new vendor signs are up on Lake Street. In addition, McNichols sent an e-mail to vendors reminding them that Volunteer Appreciation is this week. She reported that she will send Dominic the Market logo to place on the thank-you letter that will be included in the appreciation boxes.

Vendors have expressed gratitude to McNichols for the Village for continuing the Market this year. Some vendors have not realized the amount of sales they are used to but they are still appreciative of our efforts. Colleen has heard that the on-line pilot program did significantly help some vendors. McNichols thanked Commissioners for their blogs and again expressed appreciation for all of the volunteers that have helped throughout the Market season.

- 8) **Church Liaison Report (Jeff Petertil):** Petertil expressed thanks to everyone for the market season. Jeff reported that while donut sales are down, the Church did sell some coffee beans. He expressed thanks to the volunteers and said that the Church would include a coupon for donuts in each appreciation box/bag.

- 9) **Vendor Liaison Report (Frank Damiano):** Mr. Damiano was not in attendance.

## 10) **Committee/Project Reports**

- a) Volunteer Appreciation – The volunteer appreciation event will be held this coming Saturday. The Commissioners will be putting together approximately 50 appreciation boxes/bags in the Church parking lot directly across from the aggregation/pilot-program location. Commissioners will begin packing boxes/bags at 6:00 a.m. and the first volunteer pick-up will be scheduled for 8a.m. Everyone is invited to show up and assist.

There will be twenty-three Market vendors donating products to the appreciation boxes/bags. Boxes are needed and if you have some please drop them by. A thank-you letter will be included in each appreciation box/bag. Commissioner Knier asked if any volunteer is missed please let her know.

Staff Liaison Davis stated that while Village staff members cannot accept a box, the staff is all very grateful for the appreciation expressed for our efforts this year. He mentioned that he will be able to assign a Village staff member to assist the Commissioners with their efforts, beginning at 7:30a.m.

Commissioner Hahs mentioned that donations will be dropped off at same time as aggregation/pilot-program items are dropped-off at 5:00 a.m. No one will be at the Volunteer tent at 5:00 a.m. There is a need to set up plastic grates to keep the food off the ground. Chair Lencioni volunteered to set up the tent and grates at 5:00 a.m. and accept delivery of donations. Commission Hahs can send someone over from the aggregation/pilot-program to assist her. Manager McNichols stated that Geneva Lakes will send someone over with crates. Staff Liaison Davis will look for additional boxes at Village Hall and if he finds them will get them to the Commissioner.

- b) Communications - Commission DeVore reported that she will work with Chanticleer after the Market season over, for additional postings in early 2021. Chairperson Lencioni will visit vendors in Michigan for possible communication opportunities.

11) **Old Business:** Chairperson Lencioni reported that she recently participated in the Village's Diversity training. She said that she was glad to see the Village moving forward with this training. She expressed an interest in continuing to work to recruit more diverse vendors and volunteers. Chairperson Lencioni stated that focusing on improving diversity could be discussed by the Commission with the start of the new year.

12) **New Business:** Commissioner DeVore inquired about at what point the Commission would begin planning for the 2021 Market season. Staff Liaison Davis stated that the operation of the 2021 Market will be greatly impacted, as it was in 2020, by the status of our current Covid-19 emergency. The Commission and staff will receive direction from the Health Department Director and Village Manager in early 2021. Planning can continue, but the layout and operation of the Market may, possibly, again be impacted by the Covid-19 emergency. Chair Lencioni stated that she is glad to be part of the Commission and is very happy that the Commission pulled this off in 2020.

Chairperson Lencioni reminded everyone that there will, per past practice, be no December Commission meeting. Commissioner Knier brought to everyone's attention that this was Commissioner Purrenhage's last meeting. Everyone on the Commission thanked Commissioner Purrenhage for her years of outstanding service to the Village.

13) **Adjourn:** A motion was made, seconded and approved to adjourn the meeting at 8:20 p.m.