

FARMERS' MARKET COMMISSION
DRAFT Meeting Minutes
May 12, 2021
7:30 PM
Conducted Remotely

Commission Present: Julia Knier, Jill Stewart, Rachel Hahs, Myndi DeVore, Dina Ross, Katie Weaver, and Dominic Cianciolo, Liz Stolfa, Jessica Green
Staff Liaison Present: Cameron Davis.
Others Present: Frank Damiano, Vendor Liaison; Jeff Petertil, Church Liaison

- 1) **Call to Order:** The meeting was called to order by Staff Liaison Davis at 7:32 pm. There is not currently a Chairperson of the Farmers' Market Commission. The Mayor will make an appointment of a Commission Chairperson at some point.
- 2) **Agenda Approval:** A motion to accept the agenda, as presented, was made, seconded and approved.
- 3) **Public Comment:** Staff Liaison Davis stated that no public comment had been submitted, per the directions provided on the agenda document.
- 4) **Approval of Minutes:** The April 14, 2021 minutes, a motion was made to accept with grammatical changes, seconded and approved.
- 5) **Farmers' Market Staff Liaison Report (Cameron Davis, Development Customer Services Department)** – Davis introduced Kimball to the commission. Kimball began his part-time employment with the Village on Wednesday, April 23. Kimball mentioned he moved to Oak Park from Key West Florida, with his wife and daughter. He owned and managed a restaurant/bar in Key West which he sold to move here. He is looking forward to working and managing the Farmers' Market. Davis stated that Kimball is a great addition to staff, he brings a business focus to the running of the Farmers' Market. He is confident that he will be able to handle all the operational, and various responsibilities of the Farmers' Market. As of now the Village has hired two assistant market managers, but is still looking for more assistants. Contact Davis if you know anyone interested. Davis shared information on general market operations by sharing maps of market layout, highlighting the square footage for larger aisles. Entrance is on Lake St, customers will enter take a right and walk the market counter-clockwise. Good news is that they can repeat the loop

around the market unlike last year. Entrance in and exit out at Lake St. and an exit at the back near alley. Five parking spaces in front of church will have handicap parking hoods on meters. Over to right of entrance four parking stalls will have signs for pick up and drop off for 15 minutes, with flashers on. In back of lot space for a large storage unit, hopefully the church will allow, which would alleviate Public Works picking up and dropping off barricades, etc. weekly. Port-Johns will be in same location as last year on Scoville. More detailed vendor maps are coming. Commissioner Knier asked if vendors were in same location as previously. Davis answered yes that vendors are mainly in their old locations, the main change is to the center section, it's been shrunk down to accommodate larger aisles that are necessary to increase number of square footage to allow more people into the market. Davis then shared a map to scale of vendor placement. Each vendor per health guidelines are placed 5 feet apart. Iron Creek will be returning and will not be in the same spot as 2019. American Pride Micro, Green Fire and Chanticleare will also have different locations from 2019. Commissioner Knier asked if Herbally Yours and Green Fire will be at the market weekly. Both vendors will attend the market intermittently. The Information tent for now is in the R Smits location but will move when R Smits returns to the market in June. The church has two locations to sell donuts, a booth in the market, and at their traditional space in alley, where hopefully they will be able to sell coffee. As of now the band will be stationed on the front lawn of the church. Davis hopes that by the time the market opens on the 22nd, the bridge phase in the COVID-19 transition plan, will be implemented which will allow up to 300 people in the market as opposed to 175 last year. Commissioner Knier says it looks like, based on the map, that there is space for a couple of more vendors, her question is how are new vendors being recruited and what is the criteria being used. Davis stated that there are no special criteria for vendors and following the direction from his bosses that each vendor that applies should be treated equally. Commissioner Knier shared that in previous years they were careful about not cannibalizing what other vendors have, i.e. not have a vendor specializing in berries as that's Barry's Berries specialty. Davis confirmed that there is space for one more vendor and does not see repetition across the board for similar products. His focus is on looking for a plant or flower vendor. Commissioner Knier stated that the market lost three organic vendors since 2019, and it is important to attract an organic vendor. Severson, Bushel and Peck, etc. pop-up vendors will not be participating in the market this year. Davis responded that anyone that participated in the market past has been the main focus. Davis then shared the map for the general public. Commissioner Knier questioned

where the bins, landfill, recycle and compost be stationed. Davis said it still needs to be determined where they will be placed. He is waiting for the Health Order and believes the Health Department is waiting for the directive from the Governor's office. Aggregation is proving to be a challenge as it cannot happen without paid staff to coordinate, still looking for assistants.

6) **Church Liaison Report (Jeff Petertil)** – Jeff asked for Davis to again share the map of vendors, specifically the lower right-hand corner where the village would place a storage container. Jeff thought it would be in place for 5 months, but Davis said it would only be for 3 months. Jeff stated the problem was that OPRF leases that space during the week, the church will try and work it out with OPRF. Davis thought that since only half of Village spaces have been sold possibly there could be a trade off a Village space for the OPRF space. Donuts will be sold in two places in the market, and in the alley. Petertil appreciates Cam and the Village for their cooperation in the selling of donuts. He does have concern regarding the church's booth position and Katic's booth as there are many customers that buy donuts and Katic's products. Hopefully, the sized of the exit area will work well traffic-wise. Davis said that Katic has been moved back 10 ft from previous years and that will make a difference traffic wise. If it becomes a problem he will adjust after the market opens. He is still hoping for OK on coffee sales. Coffee will only be sold from the alley spot. Commissioner Hahs was concerned about the line for Katic and church will be in that pathway. Davis said that since Smits won't be there at first there was the ability to adjust as the market goes on. Hahs wondered why the church would have two locations to sell donuts. Davis replied that the alley location is for people who just want to buy donuts.

7) **Vendor Liaison Report (Frank Damiano)** – Liaison Damiano is happy with the vendor map and vendors will be satisfied. Damiano suggested finding another flower vendor would be a good idea. Davis said that they are taking a business approach to the application process. Many of the vendors in past years, did not supply sufficient documentation. Going forward a comprehensive spreadsheet of vendor information will be available. He is working with Kimball to simplify the application process for next year. As of now 5 vendors have submitted all required documents and have full approval, the rest of the vendors have tentative approval with some documents still outstanding.

8) **Committee/Project Reports**

- a) **Volunteers:** Commissioner DeVore working on Sign-Up Genius and will send out by end of week. Light on volunteers for the first several markets but should have more as market progresses. Davis has sent her several names that will willing to volunteer for the market. He mentioned five people from Village staff have volunteered for the first market. Myndi will call Davis this week to discuss volunteer requirements.
- b) **Communications:** Commissioner Stewart thanked Davis for all information he has shared. Since there is a better sense of what is going this year she asked that anyone that has ideas on how to promote the market, please reach out to her. She suggested that the commissioners promote what's new in the market through social media accounts. Davis will be talking to a local reporter from the Wednesday Journal on the opening of the market and asked if he could share her contact information if the reporter needs further information.
- c) **Aggregation:** Commissioner Hahs stated that she will not be able to dedicate the time she did last year to any 2021 aggregation effort; therefore, Village staff will need to facilitate the program if it occurs. Thus far the Village has not had enough applicants interested in serving as market assistants. After discussions with What's Good she shared that What's Good has developed a Chicago hub and are aggregating products and delivering directly to homes. Through their new service people will be able to gain access to a numerous local farmer including vendors from the Oak Park Farmers' Market.
- d) **Sustainability:** Commissioner Knier is still getting inquiries from different sustainable organizations about presence at the market. It's possible that Go Green Days will not happen this year. Davis commented that if by chance the state implements Phase 5 and we open up, how quickly can Commissioner Knier pull together some of these organizations to participate. Commissioner Knier would be happy to send out an email to her contacts and hopefully some organizations are able to pull together materials, tables to participate. Davis keeping some space from square 6 that could fit up to 4 tables would open up 800 sq. ft. Hopefully, it would be a modified Go Green Days. Another concern is where the compostable and trash bins are being placed. In the past the church has compostable materials and bins were located near church donut sales with a volunteer educating on compostable. She plans on working with the volunteer committee to get volunteers to educate on compostable materials. Davis informed that Mindi Agnew will be at first market to help with where to set up the bins. In addition, Commissioner DeVore suggested fun visuals in the lawn as people stand in line to inform on composting, etc. Davis stated that Village staff at Public Works can create the signs. Commissioner Knier

has wording and graphics that she, Mindy Agnew and Cameron Hendricks have worked out over the last years. Commissioner Weaver questioned if organizations that can't make the first market be a pop-up. Davis is waiting on the Health order to see if pop-ups are allowed. He would actually like to fill the spaces available with new vendors. As of now the biggest request he has received is for Bake Sales.

9) **Old Business:** None.

10) **New Business:** None

12) **Adjourn:** A motion was made, seconded and approved, to adjourn the meeting at 8:53 p.m.

Next Meeting: June 9, 2021