

FARMERS' MARKET COMMISSION  
Meeting Minutes  
November 10, 2021, 7:00 pm  
Conducted Remotely

Commission Members Present: Chairperson Rachel Hahs, Jill Stewart, Myndi DeVore, Julia Knier, Dominic Cianciolo, Dina Ross, Liz Stolfa  
Commission Members Not Present: Jessica Green, Katie Weaver  
Trustee Present: Arti Walker-Peddakotla  
Staff Liaisons Present: Kimball Ingram, Cameron Davis, Kathy Jacob  
Others Present: Church Liaison Leslie Sutphen, former Church Liaison Jeff Petertil, CIC Liaison Mr. Frank Pond

**Call to Order:** Chairperson Hahs called the meeting to order at 7:00 pm.

**Agenda Approval:** A motion was made and seconded to approve the agenda as presented.

**Public Comment:** Staff Liaison Davis stated no public comments were submitted.

**Approval of Minutes:** Commissioner Knier noted the workplan notes should be listed on the workplan document and the workplan descriptions were not consistent with the September 29th discussion. Chairperson Hahs will review the September 29 minutes and present changes at the next meeting. Approval of September 29, 2021 minutes will be delayed to the next meeting.

**Chairperson's Report:** Chairperson Hahs and the commissioners extended their appreciation to former Church Liaison Petertil for his service for the past 15 years.

Former Church Liaison Petertil thanked the commissioners as well for their assistance. He felt his tenure was very satisfying and although his role has changed, he will still be available if needed. He mentioned the Church was in discussions before 2020 regarding the Church parking lot lease with the Village. He will review the Church's options for next year. Staff Liaison Davis is happy to work with him regarding the parking lot lease and can provide an aggregate of vendor's sales tax for review.

Former Church Liaison Petertil expressed concern about losing some donut partners and revenue over the last couple of years. He would like to work with Staff Liaison David and the new Market Manager to understand what might have changed.

When asked what caused the shortfall, the response was that grocery stores stock more fresh products than before, organic produce can be found more readily, more bakeries at the market impact donut sales, and price point at the market is a factor.

**Chairperson's Report:** Chairperson Hahs has not been able to develop the document she mentioned at the last meeting that communicates the Commission's workplan and

initiatives to share with the new Market Manager. She will present it at the next meeting.

### **Committee and Project Reports:**

**Volunteers:** Commissioner DeVore reported that the subscription to Sign-Up Genius needs to be renewed. She will contact Staff Liaison Jacob to facilitate payment. We will work on the number of volunteers needed. Chairperson Hahs suggested adding volunteer information to the document being prepared for the new Market Manager. Commissioner DeVore added that a thank you note was sent to the 2021 volunteers.

**Communications:** Commissioner Stewart has been in contact with several designers about designing a new Market logo. At least two to three RFPs must be submitted. The logo must belong to the Village and be within the \$500 budget.

A subcommittee formed by Chairperson Hahs, Commissioner Knier, and Commissioner Stewart will work with vendors on the design over the next month and will report back to the Commission at the January meeting.

Staff Liaison Davis noted that the Public Works Department will need a black and white version of the logo for signage.

### **Events:**

**Children's Events:** Commissioner Ross said event planning begins in March and April 2021.

**Stone Soup:** Carnivore provided two delicious soups to vendors and customers which were well received. They were out of soup by 9:30 am. Chairperson Hahs and the Commission appreciated Carnivore's support.

**Sustainability:** Commissioner Knier hopes next year the Market will be back to normal. New signage is needed for compost and recycle bins. Staff Liaison Davis replied there are plans for different containers next year and signage will be built into the containers.

Chairperson Hahs added that next year she would like the Commission to communicate to the public a narrative around the sustainability of local food.

**Church Liaison Report:** Church Liaison Sutphen reported that chocolate and apple cinnamon donuts sold out by 9:00 am at the last market. She looks forward to a more normal year in 2022 with musicians in their normal place and more tables and chairs.

**Farmers' Market Staff Liaison Report:** Staff Liaison Davis reported that he met with vendors on the last market day to thank them for participating. He informed vendors that surveys and applications will go out at the beginning next year. Chairperson Hahs and Commissioner Stewart will review the survey before it is sent out. Written comments are the most useful information that is received.

Chairperson Hahs shared that several vendors told her that the last day of the market was the best day for them and that overall they were pleased with the market this year.

Staff Liaison thanked Market Manager Ingram for his work this past year. The search has begun for a new Market Manager and we will keep the commission updated.

Regarding the year-end review of supplies, we will need a new tent, chairs and spatulas. We are working on updating the infrastructure.

**Farmers' Market Manager Report:** Market Manager Ingram reported this was our best year, with Link sales totaling \$32,874 and matching funds \$19,980. This shows a clear need for the Market for Link customers.

**Adjourn:** With no new business, Chairperson Hahs adjourned the meeting at 8:30 pm.

**Next Meeting:** Wednesday, October 13, 2021