

FARMERS' MARKET COMMISSION  
Meeting Minutes  
May 11, 2022, 7:00 pm  
Conducted Remotely

Commissioners Present: Dominic Cianciolo, Myndi DeVore, Jessica Green, Rachel Hahs, Julia Knier (Chair), Tom Newman (also Vendor Liaison), Liz Stolfa  
Commissioners Excused: Dina Ross, Jill Stewart, Artie Walker-Peddakotla (Trustee Liaison)  
Staff Liaisons Present: Theresa Chapple, Erica Helms, Sara Semelka, Cindy Hansen  
Pilgrim Church Liaison Present: Leslie Sutphen

**Call to Order.** Chair Knier called the meeting to order at 7:03 pm.

**Agenda Approval.** Commissioner Cianciolo moved to approve the agenda as presented. Commissioner Stolfa seconded. All commissioners present voted in favor.

**Minutes Approval.** Commissioner Newman moved to approve the minutes of the April 13, 2022 meeting as submitted. Commissioner Stolfa seconded. All commissioners present voted in favor.

**Public Comment.** Eleazar attended the meeting. He is volunteering for the market and offered to help the commissioners and is interested in becoming a commissioner.

**Chairperson's Report.** The market launches in 10 days. Last year the market had a 20% drop in vendors and this year we might be right-sized so everyone is needed to make this season a success.

There should be two commissioners on each of our five committees. Please email Chair Knier your two committee preferences. There are two open seats. The events committee profile is someone who can get up early and lift 50 pounds. The sustainability committee profile is someone who is interested in sustainability issues. Chair Knier will email the descriptions to share with your networks.

There were 20 leftover tote bags. Dr. Chapple remembers merch was given away last year because we knew we'd have a new logo. Chair Knier would like to know how many units, to whom, how was it recorded, and who gave authority. Dr. Chapple can check with Cam and Kathy to see if they have records. Chair Knier said the merch was purchased with the intent to sell and have proceeds go back into operations. Chair Knier asked Ms. Semelka to share the budget at the next meeting.

The Lake Street marquee used to advertise the market for free but they now charge for this service. Ms. Helms will find out the cost. Commissioner Hahs remembers \$500 may have been budgeted this year for the logo. Ms. Semelka said can do a budget amendment to move funds to advertising.

**Village Staff Liaison Report.** Ms. Semelka met with our environmental health team about food sampling and the bread and cheese vendors that have temporary food permits can offer samples. They have to prepare the samples before the market. Any vendors with a temperature restriction will need a temporary food permit. Offering prepared foods will be a 2023 topic.

Dr. Chapple reported that the Village will go through a rebranding process. The Village Manager said the Farmers' Market can use our new logo as long as it is always co-branded with the current Village logo. We'll work with the comms team to approve designs. Chair Knier requested Commissioner Stewart be included in design decisions. We'll want to order strategically knowing the Village logo will

change. She requested merch not be given away this season. Ms. Helms reached out to Personalization House who will send us a t-shirt quote that she'll share with Chair Knier.

**Market Manager Report.** Ms. Helms' top priority is hiring two more market assistants. She's working with HR to lower the age limit from 18 to 16. Village staff have offered to help in the interim. Ms. Helms and Ms. Semelka learned how to process Link transactions and do the required reporting. Ms. Helms attended a webinar with the Illinois Farmers Market Association that had some resources so we can hopefully expand that program in the future. Chair Knier remembers Mike Charley invested in Link software. Ms. Helms said Kimball he changed some things last year. She will research an app she learned about and she'll call the credit card processing company.

Ms. Helms confirmed the vendor map and special events schedule, which are on our website and will be shared with vendors. Chair Knier requested that Commissioner Ross be copied. Ms. Helms scheduled everyone who applied for the bake sale. She extended the deadline and reached out to 20 or 30 organizations last week to fill the additional spots. Ms. Helms said the webinars had ideas for taking attendance and market surveys.

Commissioner Cianciolo asked if we'll host a welcome breakfast for vendors. Due to rising COVID cases, Dr. Chapple advised against eating indoors with masks off. Perhaps we can do a thank you breakfast on the last day. Set-up can remain the same for outdoor activities for now. Village staff discussed making masks available and increasing messaging that Oak Park is in a surge.

**Pilgrim Church Liaison.** Ms. Sutphen thinks the Village should be the contact for the musicians. She'll send Mary Grosso's information to Ms. Semelka and Ms. Helms. She may ask for help finding one more partner. Combining partners is possible but it's less attractive to split the proceeds.

**Market Vendor Representative.** Commissioner Newman said there was no attrition from last year and Chao Farm and Lyman Avenue Bread were added. He'll introduce himself to all 26 vendors before the market starts and Ms. Helms is already reaching out to some potential vendors for next year.

#### **Committee/Project Reports:**

**Volunteer.** Commissioner DeVore said volunteers are needed for the first few markets. She launched the Signup Genius and will build out the rest of the season. Chair Knier suggested promoting need for volunteers on social media. Commissioner DeVore will send the commission her number so you can send her photos or recipes and she or Commissioner Green can upload on social media.

**Communications and Logo.** Commissioner Stewart shared the new logo design. Once merch is ordered, Village staff can work with the comms team do a logo unveiling and announcement. The new and former designers may be available to share their stories.

**Children's Events.** Chair Knier said there is no report because the events calendar was just finalized.

**Events.** Commissioner Cianciolo reported that Brad at Carnivore and Stone Soup is on board. Ms. Helms said the pie baking contest is scheduled for September 17th and the Corn Roast is scheduled for August 6th if the corn is ready. Commissioner Cianciolo will let Ms. Helms know of his availability.

**Sustainability.** Chair Knier will attend the Climate Plan meeting. Go Green Days will be leaner as there are fewer organization this year. She hopes to turn this committee to another commissioner.

**Adjourn.** Commissioner Stewart moved to adjourn. Commissioner DeVore seconded. All commissioners present voted in favor. Chair Knier adjourned the meeting at 8:26 pm.