

FARMERS' MARKET COMMISSION
Meeting Minutes
June 8, 2022, 7:00 pm
Conducted Remotely

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

Call to order. Chair Knier called the meeting to order at 7:01 pm.

Agenda approval. Commissioner Newman moved to approve the agenda as presented. Commissioner Ross seconded. All commissioners present voted in favor.

Minutes approval. Commissioner Ross moved to approve the minutes of the May 11, 2022 meeting as submitted. Commissioner DeVore seconded. All commissioners present voted in favor.

Public comment. No public comments were submitted.

Chairperson's Report. The sustainability committee is led by Commissioner Becvar with Hahs. The children's events committee is led by Commissioner Ross with Stolfa. The volunteer committee is led by Commissioner DeVore with Green. The communications committee is led by Commissioner Stewart with Newman. We have one open commission seat. The Village attorney needs to approve the specific requirements for the next commissioner who will lead the events committee.

Chair Knier attended the quarterly chair meeting. OMA requires we take roll call for the agenda and minutes when meeting virtually. The executive session tool provides an opportunity for the commission to meet privately to handle sensitive and confidential issues, foster robust discourse, and strengthen trust and communication. We will plan for an executive session next month.

Ms. Semelka confirmed the \$500 advertising budget was to cover the logo, so there is no additional budget this year. Chair Knier believes \$300 would cover new banners and signage. Our \$100 printing budget covers Link chits and bucks. We may be able to move money, which we have to do anyway to pay Public Works for staffing. We'll think about our needs as we begin budgeting for 2023.

Village/Liaison Reports:

Village Staff/Market Manager. Oak Park is in high COVID transmission. Vendors are strongly encouraged to wear masks and distance as much as possible. Masks and sanitizer are provided at the info tent. The mobile response van will provide free PCR testing June 11th and 25th to anyone, including vendors. Dr. Chapple will continue to monitor local data to determine mitigations.

Ms. Helms emphasized the need for more people, especially for tear down and attendance. On opening day, visitors voted in favor of shirts, stickers, and tote bags, followed by hats and mugs. We'll have new merch June 25 and we'll order more shirt colors in July.

There are 25 tote bags with the old logo. Chair Knier suggested we sell them on June 11 rather than June 18. Ms. Helms said we need to ensure we have staffing. Only Village staff can process Link transactions, though commissioners can process merch transactions. We're trying a new card reader

to fix Link issues so we don't want to use the same reader for both and complicate bookkeeping. Commissioner DeVore suggested we sell merch online. Ms. Helms said we can advertise merch in the OP FYI. She'll follow up with Commissioner Stewart and the Village Communications team.

We're using a Village protocol from 2017 where all visitors that enter are counted for a 10-minute interval every hour from each entrance. Over the past three markets, we averaged 3,333 visitors per day. May 21 (Opening Day) was raining and had 3,500 visitors. May 28 was sunny and had 3,086 visitors. June 4 was sunny and then rain and we had 3,414 visitors. A non-rainy fall or spring day in 2017 had 3,825 visitors. A non-rainy summer day in 2017 had 5,145 visitors. Attendance is doing well so far and will hopefully tick up with more produce and vendors and better weather.

Ms. Helms wants to schedule vendor site visits and encourages commissioners to suggest potential vendors. Once other events are finalized, she can select a date for the Trustees to be at the market.

Vendor Representative. Commissioner Newman is meeting face-to-face with all vendors. They have no complaints and they feel traffic is good. Chair Knier would like commissioners to wear name tags again so vendors know who we are. Ms. Helms will order some and keep them at the info tent.

Pilgrim Church Liaison. Ms. Sutphen said donut sales are better than expected but they're short 5 or 6 volunteers, especially clean-up shifts. She can post to the Facebook group to promote visibility, revenue, and team building. Chair Knier suggested Interfaith Green Network and Go Plastic Free July. Ms. Sutphen spoke to Cleo Hagan who doesn't have enough people. The only open date is August 27. Ms. Sutphen is having trouble sourcing ingredients. Commissioner Newman offered assistance.

Committee/Project Reports:

Volunteer. Commissioner DeVore is using the SignUpGenius to find volunteers, especially for clean-up shifts. Of our 145 volunteers, we have 10 who actively engage. Commissioner DeVore will email Commissioner Green about posting on social media mid-week. She can also go back to the 2020 SignUpGenius and reach out to those volunteers personally.

Children's Events. Commissioner Ross sent emails to 17 organizations that participated in the past or were interested in participating. She asked everyone to respond by Friday and then she'll send out confirmation emails. If we don't fill every date, the library's book bike will come more than once.

Sustainability. Chair Knier said Plastic Free July would like to participate every Saturday. Ms. Helms may move Greenfire Farms and then she will have a better sense of space.

There are a smaller number of organizations participating in Go Green Days. Commissioner Becvar talked to everyone and got their ideas. She got feedback from Old Gaffer's on how he reuses plastics. The biggest thing the groups were talking about was how they feel single-use plastics came back because of the pandemic and they'd really like to see us make progress on that.

We can think about having volunteer "trash talkers" at the bins who can educate on composting. Ms. Helms is also the Village's sustainability coordinator and can work with Commissioner Becvar. The Village is doing a Climate Plan and Ms. Semelka can connect people. Ms. Helms said Deep Roots Project set up a table on the public sidewalk last week and got some good interaction.

Adjourn. With no new or old business, Commissioner Ross moved to adjourn. Commissioner Green seconded. All commissioners present voted in favor. Chair Knier adjourned the meeting at 8:26 pm.