

Bloomington Community Farmers' Market

Notice of Meeting

Monday, March 18, 2013 5 pm

**Parks Conference Room, Suite 250
(812) 349-3738, veldmanm@bloomington.in.gov**

AGENDA

1. Call to Order
2. Approval of December Minutes
3. Public Comment
4. New Business
 - Introduction of New Advisory Council Member and Market Intern
 - Election of Chair and Vice-Chair
 - Meeting Length
 - Park Board Annual Report
 - Farm Vendor Space Reservation and Applications Report
 - Review the 2012 Budget
 - Marketing Sub-Committee Report
 - Report on Conflict of Interest
5. Old Business
6. Adjournment

**Bloomington Community Farmers' Market
Advisory Council**

Monday, March 18, 2013
5:00 pm

Parks Conference Room

Advisory Council Members Present

Bobbi Boos, Michael Salem, Susan Welsand, Sarah Ryterband, Janice Lilly, Linda Chapman. Notified absent: Julia De Bruicker-Valliant and Geoff Grodner. Unnotified absent: Daniel Young.

Market/City Staff

Marcia Veldman, Les Coyne, Nicole Wooten and Sasha Divine.

1. Call to Order

Janice called the meeting to order.

2. Approval of Minutes

The December 2012 minutes were approved.

3. Public Comment

No public comment.

4. New Business

A. Introduction of New Advisory Council Member and Market Intern Linda Chapman was introduced as the new Farm Vendor representative. Linda's operation is Harvest Moon Flower Farm. Sasha Divine was also introduced as an IU School of Public Health intern with the Market and the Community Gardening Program until November 2013. He was a Market volunteer for nearly the entire season in 2012. He will be working at Market, coordinating recipes and working on special events like the Summer and Fall Farm Tours.

B. Election of Chair and Vice-Chair Mike Salem nominated Janice for Chair and Sarah seconded the motion. Janice accepted. Bobbi was nominated as Vice-Chair. She accepted the Vice-Chair position.

C. Meeting Length Janice noted that last year's meetings varied widely in length and wished to discuss setting a limit on how long meetings can go in the coming year and, if that there are agenda items that can't be addressed immediately which are not immediately pressing, that they be carried over to the next meeting rather than having an open-ended meeting time. Bobbi suggested having a meeting time keeper and assigning a number of minutes to each item. A meeting time limit of one and a half hours was suggested by Janice. Sarah moved to limit meetings to 90 minutes, the motion was seconded and unanimously passed.

D. Park Board Annual Report Bruce McCallister will be giving the Annual Report to the Parks Board on March 26 at 4 pm. If any FMAC members would like to include anything in his annual report, they are welcome to contact him about adding the items. Bruce will also be receiving the Bravo Award for his 12 years of service on the FMAC.

E. Farm Vendor/Info Space Reservation and Applications Report Marcia asked for any feedback from members present about how the space reservation meeting went. She felt it proceeded smoothly. For Saturday Market, the last Vendor who was able to reserve a space had 4.8 points. Marcia noted that there are many new Vendors applying for 2013. After the application deadline the Farm Vendor applicants will be reviewed and staff will evaluate to determine if the Market can accommodate all the applications received. This year, May-October reserved Vendors seem to be ones who will attend with regularity and this is a factor that will be considered when determining which applications are accepted. Sarah asked if there was a wait list for those Vendors who are not accepted. Marcia answered that nobody who is an eligible Vendor has ever been turned away. In the last few years, the Market has been running at the upper end on numbers of Vendors which can be accommodated in a season (about 140). Last season, there were a good number of Vendors who applied and never showed up to sell. If 170 applications are tendered, then a hard look will be taken to limit the number accepted. Within the past few years, there were up to 8-10 overflow days when all marked stalls are rented and extra ones created for up to 115 spaces. A waiting list would be utilized if the number of applying Vendors warrants turning some away. A space reservation meeting was held on March 18 for the Information Alley participants for the first time due to the popularity of reserved spaces in 2012. 15 spaces were reserved in advance of the season, including two groups representing City Commissions who do not pay registrations or weekly fees. \$10 per week is the space rental after the \$10 registration fee is paid and reservations are taken throughout the season for the remainder of the season. It costs \$360 to participate in Info Alley all 35 weeks of Market. Of the 15 groups, 13 are more or less non-profit groups and 2 are for profit.

F. Review of the 2012 Budget The 2012 Budget was reviewed. The cost recovery goal was met and exceeded last year. (In 2010, the Park Board established a goal for the Market to operate at a 95% cost recovery rate within three years. That goal was met a year early in 2012 when 114% recovery was achieved.) 2011 budget numbers were also handed out for review. A broad look was taken at where revenue could be added in the past years. Farm Vendor fees did increase from 2011 to 2012 and the result was that revenues increased by \$6500. For 2013, Farm Vendor fees did not increase. Prepared Food Vendor fee revenue came in significantly higher from 2011 with the same number of vendors. With overall customer attendance up only 2% in 2012, we see that those Vendors are selling more each Saturday. The Info Alley fees brought in over \$7000 in the first year. EBT grant monies from Indiana Cooperative Development Center covered the printing of the Market Bucks for the first time. ATM fees were a new revenue stream in 2012 as well. On the expense side, the Administrative costs (2.5% of the overall Department administrative costs) dropped due to internal restructuring of the Administration Division of Parks plus the implementation of a new financial system which allowed a vacated position to go unfilled. Nicole asked if the extra 14% stays with the Market and Marcia answered it goes into a non-reverting savings account earmarked for the Market, but these funds are not necessarily secure from year to year. \$150,000 is currently in this account. Marcia noted that although some expenses are noted in the budget provided to the FMAC, they are not necessarily taken out of the Market budget,

therefore the \$150,000 in savings does not accurately reflect the costs associated with the Market. One time in the past, some of this money has been diverted to another project, the Banneker Center wall. Mike asked if the Farm Vendor fees would ever go down since the Market has become self-supporting. Marcia replied that expenses are somewhat variable from year to year and that it is unlikely that they will be support for a decrease. A buffer is created to safeguard negative effects of unanticipated expenses. Sarah thought the Info Alley fees should decrease due to the excess. Janice asked if there was a reason to continue having such a high cost recovery every year. Marcia said she did not think there would be support from the Department for dropping fees, but did note there probably will be support for maintaining them. Linda felt the Market could benefit from extra staff to help direct traffic in the early hours between 6 or 6:30 and the start of Market. Mike supported this idea. Marcia offered that perhaps the Market assistants might begin their work one half hour earlier in order to attend to these concerns. Janice asked about the Friends of the Market and how will those funds be accounted for. Marcia said that they will go through the Foundation and funds will be used for the long-term support of the Market, and when needed, to support expenses in the form of reimbursements for those efforts related to improving access to the Market by low-income people (SNAP and Plant-A-Row) and costs related to Market special events. Linda voiced she would like to see musicians paid to perform at the Market on Saturdays. Sarah asked what the Tuesday performers are paid. Marcia said they are paid \$25 in Market Gift Certificates and \$25 in Bloomingfoods gift cards. Mike asked about advertising. This money comes out of a separate Department marketing budget, but this year there will be some extra advertising for the Tuesday Market which will come out of the Market budget. Janice asked if FOM funds were coming through donations only, not from the sale of t-shirts and totes, etc. Marcia confirmed that FOM items are premiums and that the Market will still print and sell t-shirts and totes separate from FOM. \$20 per shirt was discussed as an estimated price for a t-shirt and this number was met with approval by the group. Bobbi commented that if the recovery numbers continue to trend high, that the group revisit how the money is used and saved in the Market.

G. Marketing Sub-Committee Report A FMAC marketing sub-committee including Julia and Susan from the Council, and Marcia, Nicole, Julie Ramey, Community Relations Manager, and Lysie Haag, who works on social media for Parks from the Department, met to discuss Market promotion. Items discussed were the development of the Farmers' Market Facebook page. Effort will be put into stimulating "likes" of this page, but for now Twitter will wait. Nicole has been working on Vendor Profiles and there will be Vendor of the Week on the Web page. Nicole reported there are currently 50 Vendor profile forms submitted and she has been working on preparing them for the City Web site. Vendor of the Week will be featured on the Web page and a Vendor of the Month (or more) will be promoted on the B-Line plaza kiosks in print. The Market update will be generated this season in a Constant Contact newsletter format. Anyone can opt to receive this newsletter from the Market Web page. Vendors will be able to have the link to their farm pages and/or their Facebook pages. As for as Tuesday Market promotions, there will be some WFIU underwriting to promote this mid-week Market. There will be signage on the B-Line Trail to direct people to the Tuesday Market. Nicole is contacting downtown businesses inviting them to like the Facebook page and to sign up for the newsletter. Also, downtown property owners will be contacted to see how the Tuesday Market can be promoted best to nearby residents. Marcia noted that staff will develop a comprehensive plan around options for Market development and growth including the possibility of more satellite Markets and increasing cooperation among the

existing Market entities to forward the local food system will be explored. Service Learning groups from IU were investigated, but none seemed to present quite the focus to serve the needs of the Market and might take more work than practical. Nicole will be looking at a video production which will promote the use of Market Bucks at Market. Video may be the best way to instruct the potential users about how EBT/Market Bucks work. Janice asked about special events at the Tuesday Market or meals to be promoted by Bloomingfoods specifically and Marcia notes that this discussion has taken place. Sarah suggested promoting the Tuesday Market at the point of sale on Market days at Bloomingfoods. Marcia asked the group how often the marketing sub-committee should continue to meet. Sarah proposed twice per year at six months intervals to review the efficacy of the efforts and project for the coming year in August and February.

G. Report on Conflict of Interest Marcia related during the past winter that Susan came to her with a concern from some Vendors that there was a perception of a conflict of interest about Marcia vending during the November Market, which she has done for eight years. Marcia noted that she had asked Parks administration if this was allowable before she began and was given the go ahead to proceed. Staff entered a discussion with the legal department about this potential conflict of interest and since then City Legal has determined there is a legal conflict of interest. Robin and Marcia are impacted in the following way: Robin and her family are able to sell up to \$250 per season and must disclose to the Parks Board that they will be contracting for 2013. For City employees outside of the Parks Department, and part-time employees in Parks, a disclosure statement must be given to the Parks Board. Marcia does not intend to vend in November in 2013.

H. Other Future Business Marcia reported that at the next meeting, Jillian Kinsey may present her reasoning about why Info Alley should have a dedicated member representing that area on the FMAC. Also that Marcia has been contacted by Andrew, who is a new person at Capriole, who wishes to explore how those goat cheese products could be sold again at the Market. She gave some background about how Capriole's herd of milking goats had been sold to another farmer, but that the milk is still used to produce cheese at Capriole. Her initial response to Andrew was that Prepared Food Vending would be an option, but that other options could be explored with the group. The matter will be taken up at the next meeting and before then if anyone has any thoughts on the matter, please get in touch with Marcia.

5. Adjournment

These minutes submitted by Robin Hobson