

Bloomington Community Farmers' Market

Notice of Meeting

Monday, February 20, 2012 5 pm

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

AGENDA

1. Call to Order
2. Approval of Minutes
3. Public Comment
4. New Business
 - Request to Prepare Food at Market
 - Request for Assistance at Space Reservation Meeting
 - Input on New Market Logo
5. Old Business
 - Update on Prepared Food Vendor Proposals
6. Adjournment

Bloomington Community Farmers' Market Advisory Council

Monday, February 20, 2012
5:00 pm

Parks Conference Room

Advisory Council Members Present

Bruce McCallister (Chair), Michael Salem, Mandy Corry and Julia DeBruicker.

Market/City Staff

Marcia Veldman, Les Coyne and Robin Hobson.

Public

No members of the public were present.

1. Call to Order

Bruce called the meeting to order, noting a lack of members present to make a quorum.

2. Approval of Minutes

The December, 2011 minutes were not approved due to lack of quorum.

3. Public Comment

None

4. New Business

A. Request to Prepare Food at Market

Chris Vosters has submitted a request to prepare kettle corn at Market. This issue will be put on hold until a quorum is achieved.

B. Request for Assistance at Space Reservation Meeting

Marcia asked for volunteers to assist with the space reservation meeting on March 12. Bruce said he'd be happy to help if he is there after he takes care of his reservation. Mandy and Julia also said they would also help.

C. Input on New Market Logo

Ellen Campbell, Graphic Designer for the Department, was asked by Marcia to work up new logo designs for the Market. Ellen produced a rough logo idea for the group to offer initial feedback. Ellen will work with the logo based on the feedback the group can generate. Marcia showed the image in several sizes. She noted that certain elements could be used as bullet point markers in other documents. She asked for feedback from the group on this logo or feedback in general. Mike Salem said he would like to see a flowering plant or a flower. Bruce added it would be nice to see some representation of items from other categories of farm products available at Market. Les suggested to

consider the breadth of usage of the logo as it is discussed. He prefers a more “arty” type of design and one that makes good use of colors. He thought that “Farmers’ Market” should be presented at the top. Ellen will work with the logo based on the feedback the group can generate. Julia liked the idea of depicting the journey of the farmer to market as a concept. A side discussion ensued about the possibility of producing a video segment of the daily activities at Market. Mandy liked the idea of presenting the Market as the urban event that encompasses urban possibilities of food production.

5. Old Business

A. Update on Prepared Food Vendor Proposals

There was a discussion about short amount of time between the notification of the applicants and the start of the season. Marcia felt it was not helpful to move the Request for Proposals into December while the holidays are in the forefront. Les suggested that, if helpful, the members of the Parks Board could meet in a short session to speed the notification of vendors who submitted proposals to earlier than the end of February enabling vendors to pursue other venues or prepare for a long season at Market. Marcia suggested surveying the contracted vendors to garner their feedback on the RFP process and timeline. Les added that vendors not chosen be surveyed as well. Marcia will follow up on this subject.

B. 2011 Market Budget Review

Marcia offered the 2011 Budget for the group’s review. Market operated at an 84% cost recovery last year. PFV income was up \$5,500 from 2010, due in part to three additional PFVs and increased sales/income from others like Muddy Fork and Brown County Coffee. The Discover You Can canning demonstrations garnered \$1200 in grant income from the Ball Company (Jarden Brands). In 2012, the Information Alley fees will be \$10 to register and \$10 for each time a group sets up. This was approved by the Park Board. Within that policy is a way for information groups to set up for free on the B-Line after paying the \$10 registration fee. Bruce surmised the fee will cut down on the number of non-profit groups who will participate. The projected revenue amount for Info Alley reflects the anticipated downturn in participation numbers of Info Alley groups. With a modest amount of income estimated from the to-be-launched Friends of the Market in 2012, the projections for the coming season indicate that the cost recovery goal will be met this season. A discussion ensued around the ratio of revenue generated by PFVs versus the farm vendor fees. The group acknowledges how much prepared food vending has become a key piece of annual Market revenue as well as how important it is to protect the farmers from space fee increases. Mandy reported the Indy Winter Market surveys vendors to ascertain their weekly incomes relative to their projections for that week. She suggested that this might be a way for BCFM to gauge how vendors are performing relative to space fees. She added that she recognizes there would be significant barriers to asking for this information, but underscored the usefulness of such data. Les commented that if the Market were a pure business model, then the vendor’s take would be examined. The culture of the BCFM does not favor this type of examination, however. He also noted that PFV business owners could write off their space fees as a marketing expense, which is not an option for farm vendors, and reasoned

this is why he personally does not feel it is wrong to support the PFV fee structure as it stands. He went on to say that, in his opinion, to look at individual farm vendor incomes is the next step in being able to measure how much that segment can bear in terms of fee increases. Marcia responded that methods like a sliding fee scale and charging more for high profile spaces have been discussed but serious drawbacks arose to each of those approaches. Julia voiced that looking at vendor income is important. In her research of other markets, she found that shoppers tend to report they spent more money than farm vendors say they take in; vendors tend to underreport their revenues in this scenario by 50%. Marcia shared that economic impact studies suggest that area businesses located near farmers markets are reaping much more income from market goers than those customers spend shopping at market. Basing assumptions on vendor behavior models can also indicate how vendors' income changes, i.e. when more vendors move vehicles out of the Market to increase vending area (and therefore income).

These notes respectfully submitted by Robin Hobson