

Bloomington Community Farmers' Market Advisory Council

Monday, January 30, 2012
5:00 pm

Parks Conference Room

Advisory Council Members Present

Bruce McCallister (Chair), Teresa Birtles (Vice Chair), Janice Lilly, Michael Salem. Mandy Corry and Julia DeBruicker provided advance notification of absence.

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. Input on Updates to FMAC By-laws

Marcia brought a new version of the FMAC By-laws to the Council. Added was Section J under "Council Duties and Responsibilities" which deals with the first phase of appeals for three scenarios: a Vendor whose current contract is terminated during the BCFM season; a former Vendor who was notified by the City that it had no intent to contract with the Vendor in the immediate future; and Applicants for a Vendor contract who have not previously sold at Market, and who were not selected to sell at the Market. The first two instances represent how the City has proceeded in the past, but not been reflected in the By-laws which prompts this addition – especially since the FMAC has seen an increased role in incidents of this nature in recent years. In section J-1-d, the By-laws state that although the decision of the FMAC is final, it may be further appealed to the Parks Board according to the protocol for appeal/hearing outlined in the Contract. This is to ensure that any liability from any outcomes of proceedings rests with the Parks Board only. In section J-2-f the steps are outlined in four parts about how a former Vendor may proceed when their contract is not renewed by the City on the basis of previous experience with the Vendor and the decision is supported by the Parks Board. Again, this was the process followed in the past with vendors under these circumstances, but which

is now being formalized with language in the By-laws. Also discussed was wording in the By-laws that reflects the issue of discretion covered by the Contract of City Staff in the decision to enter into a contract or not. If no such abuse of discretion is found, the FMAC will confirm the City Staff's decision. From the same section in the Contract is language regarding criteria for eligibility, there arose a discussion about the Vendor's products complementing the product balance at the Market. Marcia explained that this is not an element that has been called into use in the past years of considering applications, but that it is spelled out for the potential instance where an overwhelming number of applications are made in a given year. Staff would be hesitant to contract with 180 or more vendors in a given season and this language has the potential to be further developed should applications reach this mark. Marcia spelled out the proactive nature of this addition and Teresa noted that she agreed ensuring a good product mix was a fair practice. Les suggested that some clause be added which allows the Parks Board to make a final determination about whether or not a Vendor's case will be heard by the Board in the case of a Vendor attempting to be reinstated. Bruce wished the record to reflect that although there was no quorum present, that there was general agreement among those present about the By-laws points discussed.

B. Committee to Review PFV Proposals

The annual committee to review Prepared Food Vending Proposals needs to be formed as the deadline for proposals is near. Marcia asked for three volunteers from the FMAC. Bruce and Janice indicated interest and Marcia will email absent members as well. Les said he would like to sit in on the committee to learn about the process. Proposals are evaluated on a set of criteria (listed in the RFP) and with an informal process of scoring during the committee meeting. Teresa and Les pointed out that it would be good to have a completely documentable process around the selection. There are 10 total PFV spaces at Market and contracts are staggered to ensure not all contracts are up in the same year.

C. Request to Prepare Foods at Market

The annual request on the part of Chris Vosters to prepare Kettle Corn at Market came before the Council, but no determination could be made due to lack of quorum.

5. Old Business

A. Advisory Council Position Openings

Mandy Corry is hesitant to keep her seat as she is not often at Market and feels it might be best to give it up, creating the need to fill 2 farm vendor seats vacated by outgoing members Teresa and Mandy. Applications from Bobbi Boos and Susan Welsand have been received for the vacant Vendor seats. Three customer openings on the Council are open and no applications have been received as yet. Marcia asked if any FMAC members could recruit customers whom they think might serve.

B. Update on Friends of the Market

Marcia reports that the Friends of the Market (FOM) will not be introduced in the spring time of 2012 as previously thought, but rather later in the year. This is due to considerations around changing the FM logo for 2013 and wanting to have the FOM logo

tie into that design. The new logos will likely be produced in-house. For the February FMAC meeting, Parks graphic designer, Ellen Campbell, will be generating some sample FM logos to get the ball rolling as far as design and Council members will have a chance to weigh in on the designs. By summer, the idea is to have the new FOM logo in place, then begin use of the new FM logo in 2013.

C. Additional Items

Teresa expressed a wish for a Vendor directory to be available. Marcia says that will happen in 2012 and it will contain vendor data from those vendors who indicate their willingness to share that information for this purpose. There was a discussion of the possibility of producing a vendor-only directory of the all vendors and have it available to that body.

6. Adjournment

These minutes respectfully submitted by Robin Hobson