

Bloomington Community Farmers' Market

Notice of Meeting

Monday, April 21, 2014 5:15 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 Members and Market Intern
 - Election of Chair and Vice-Chair
 - Meeting Length
 - General Market Update
 - Review the 2013 Budget
 - Request Regarding Dairy Product Sales
 - Request to Pay Performers
5. Old Business
6. Adjournment

**Bloomington Community Farmers' Market
Advisory Council**

Monday, April 21, 2014
5:15 pm

Parks Conference Room

Advisory Council Members Present

Bobbi Boos, Linda Chapman, Bruce McCallister, Christina Jones, Kathy Aiken, Carmen Siering, Rachel Rosolina, Leslie Burns, Janice Lilly

Market/City Staff

Marcia Veldman and Robin Hobson

1. Call to Order

Janice called the meeting to order.

2. Approval of Minutes

The December 2013 minutes were not approved due to a lack of a quorum from the previous Advisory Council, but were accepted provisionally.

3. Public Comment

No public comment.

4. New Business

A. Introduction of New Advisory Council Members and Market Intern

New and old members were acquainted around the table.

B. Election of Chair and Vice-Chair

Linda nominated Bruce for Chair. The commitments for the Chair and Vice-Chair were discussed. Bruce disclosed some conflicts with the meeting start time in the fall, but was otherwise open to accepting. Bruce was voted Chair. Bruce nominated Linda Chapman for Vice-Chair and she was voted in.

C. Meeting Length

Meetings are scheduled for 90 minutes. As the length of the meeting nears that point, attending members will be surveyed to see if they can continue a discussion if the meeting goes longer.

D. General Market Update

Marcia updated the group on attendance taking procedures at Market and discussed how staff uses that data to track trends in customer attendance. The space reservation meeting went well. Two out of five zero-point vendors who were interested in reserving a space got one for this year. The new prepared foods vendors are doing well, especially the 3 Days in Paris crepe vendor. Double Market Bucks are on pace to grow even more this season. Six farm vendor applications were not accepted for a total of 132 contracted vendors this season. There may be a tilapia vendor this season, which would be a new product for the Market.

E. Review the 2013 Budget

The group reviewed the 2012 and 2013 budgets for comparison. Highlights pointed out by Marcia were the revenue sources - vendor fees, prepared food vendors' 10 %, farm tours, Info Alley, t-shirts and totes, and ATM. On the expense side, staff compensation showed an increase, primarily due to health insurance costs. Printing and advertising increased in 2013 due to a logo change and other new print items. Cleaning expenses fall to the Market now, for cleaning restrooms on the weekend. Administrative fees went up slightly as well; it amounts to 2.5% of Department operating expenses. Support from the City and Parks with marketing and operations is not accounted for in the budget. A cost recovery goal for the Market of 95% was set in 2010 by the Parks Board. For the past two years the Market has met this goal. Bobbi asked about revenue from Friends of the Market. The original idea was to have FOM funds to support the cost recovery, but in the time it took to organize it, the Market met the cost recovery goals. The FOM effort so far has not garnered many funds, but in the future, what does come in will go to support the Double Market Bucks program instead of general Market support.

F. Request Regarding Dairy Product Sales

Dairy products fall under the Value Added Foods addendum to the Contract. There was a discussion of the percentage of the amount of vendor-produced items that can make up a Value Added Food. 50% of all products by volume and 100% of product that can be reasonably raised by the vendor are the current standards. Something overlooked at the time these ratios were set were the additives that cheese and meat vendors have added to their products in processing, i.e. sausage curing blends and herbs in cheese. Some products currently being sold at Market pass through this oversight loophole. The question is: whether changing this rule to state that for meat and dairy, 80% of the product is vendor-grown. This change will allow these products to still come under VAF compliance without loss of product availability in the Market. Bobbi asked if a vegetable grower could also take advantage of the 20% and add ingredients not raised by the vendor which can be reasonably grown to her own VAF products, or to any vegetable growers' VAF products. Marcia said she had envisioned this change for meat and dairy producers only, in order to have the rules reflect reality. Bobbi argued simplicity in the policy if it were to be made applicable to all types of vendors. Janice pointed out that we may be making a concession in the rules to accommodate a very few vendors and that although the meat vendors do not have a choice about their processing additives, the dairy producers do have a choice about the type of additives they put in their products (i.e. strawberry as opposed to mango). She suggested that if the Market were to say if you do not have a choice about additives (bratwurst) in the products you bring, we acknowledge this, but if you are a dairy producer who has a choice, you must stick to the guidelines. Linda said that fruit is reasonable to produce for yogurt flavoring. Marcia cited the challenges of conducting the business of Grade A small dairy and hoped that the change could be considered because it would support that small farm under outside regulatory challenges and eliminate an extra hurdle for the small farmer trying to bring a Grade A operation up to production. Also, the product would be valued by customers and may not otherwise be available at the local level. The timeline for one dairy vendor at Market is bringing a Grade A operation to their farm starting this summer as a year-round business. Feedback from customers is that they would appreciate having more variety in the dairy category at Market. Bruce is inclined to wait until the particular dairy has cleared regulatory barriers and is actually producing plain yogurt before revisiting the

fruit issue. Leslie and Rachel agreed. Janice pointed out that we are spending a lot of time to discuss this issue when the farm is not even quite ready to bring new items like yogurt to the Market. There is an issue of getting labels approved and ordered ahead of time, according to Marcia. Bruce, in summary, said he felt the issue about meat and cheese additives needs to be addressed as well as the separate issue of fruit being added to yogurt and asked if any changes would be for this year or in the next contract so that current practices can continue for this year. Marcia said it would be for next season's rules. Bruce suggested to put off a decision about adding fruits to yogurt now and examining the meat and cheese additives later in the season after further consideration. Linda suggested having parties involved come to a meeting to represent their perspective later in the season. Janice made a motion to grandfather in the exception to the VAF guidelines to accept seasoned meats and cheeses flavored by herbs/plants not produced by the vendor for the remainder of the year and revisit the issue later in the season along with the yogurt/Grade A question. The motion was carried by the group.

G. Request to Pay Performers

Linda requested a discussion of payment for featured performers at Market. At Winter Market, the artists are paid; there is \$100 per Saturday available. Tips in cash and produce are made to performers as well. She noted the Bloomington Arts Commission gave the Winter Market some grant funding to pay performers. She wondered if Friends of the Market funds could be used in this way. Marcia and Robin remarked that it seems like busking is fairly lucrative in tips and this is indicated by musicians as well. Bruce asked if it would be possible for the City to pay. Marcia replied yes, possible, but the administrative process for payment is cumbersome for performers who play once per season. Robin commented that many of the artists who are featured year after year, perform as a community service and have never broached the topic of payment with staff. She added that the request for performers that goes out starting in February normally receives prompt and numerous responses for the popular featured performer slots.

H. Egg Sales at Farmers' Markets

There are some possible changes in the egg licensing at the state level which may have reverberations for how the State, Monroe County and the Market handle permitting and licensure for egg sales during this season. Marcia asked that people be aware of this and be on the watch for updates as they come.

6. Adjournment

Minutes submitted by Robin Hobson