

Bloomington Community Farmers' Market

Notice of Meeting

Monday, March 23, 2015 5:30 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
 - Request to Sell Salmon at Market
 - Notification of Classification of Value Added Food Item
 - Update on Market Bucks and Gift Certificates
 - General Market Update
 - Review the 2014 Budget
5. Old Business
6. Adjournment

Bloomington Community Farmers' Market Advisory Council

Monday, March 23, 2015
5:30 pm

Parks Conference Room

Advisory Council Members Present

Bruce McCallister, Anna Dale, Bobbi Boos, Kathy Aiken, Leslie Burns, Carmen Siering, Rachel Rosolina, Janice Lilly, Carmen Seiring and Christina Jones

Market/City Staff

Marcia Veldman, Katie Lay, Robin Hobson

1. Call to Order

Janice called the meeting to order.

2. Approval of Minutes

The December 2014 minutes were approved.

3. Public Comment

No public comment.

4. New Business

A. Introduction of new Advisory Council Members and Market Intern

Anna Dale has joined the FMAC. Group introductions were made.

B. Election of Chair and Vice-Chair

Leslie was elected Chair with Vice Chair as Carmen.

C. Request to Sell Salmon at Market

Tony Wood spoke to the group regarding his desire to sell his wild-caught salmon at the Market. His business is an independent, small-scale salmon fishing and processing operation, based in Alaska. Tony realizes that although he does not fit the local requirement, in all other ways, he catches, processes and sells his own salmon and hopes to overcome the local producer requirement in order to sell at the BCFM on a once a month basis. His narrative related that his product is a draw for business to any market for customers who patronize other vendors and would benefit from the salmon business. Josh also spoke on behalf of the Wild Caught Salmon and said that in his experience, there is a lot of interest among customers in procuring this product. Janice asked Marcia under what category would they sell. Changes would be required in the Farm Vendor category to allow Tony to do business in that category. The Prepared Foods Vending category may be able to accommodate their business. Bobbi asked if Josh has had experience actually fishing and processing and Josh answered that he has worked in Alaska for two seasons, mainly in the past on the cutting, processing and packaging end of the operation. Looking forward, he sees himself moving toward leading the retail extension of the business here in the Midwest instead of going to Alaska. Janice says salmon does not fit in the farm vendor category. She acknowledges the quality and integrity of the product, but does not want that quality to become a criteria by which farm vendors are evaluated. She felt farm vendors should be from Indiana. Prepared Foods seemed to her to be the best bet. Bruce encouraged Tony to apply as a PFV. Marcia will add them to the PFV mailing list.

D. Notification of Classification of Value Added Food Item

Marcia reported that there is again a local goat cheese farm vendor applicant who anticipates selling at the Market. A new product that they want to sell is caramelized goat milk caramel sauce, 80% milk, 20% sugar. This product fits the category of a standard Value Added Food item and that is how it will be sold at the Market.

E. Update on Market Bucks and Gift Certificates

Due to high volume of Market Bucks issued in 2014 (\$14,000) staff has initiated a new web-based app to manage the Market Bucks and Gift Certificates. This app will significantly decrease the number of labor hours involved in the administration of these vouchers, particularly on the redemption side. This system will replace the current spreadsheet tracking system. Each vendor will receive a vendor id card encoded with their information that will be scanned with a bar code reader that will work with the now bar-coded vouchers.

Katie Lay reported that she will be working with a campus group which will be surveying SNAP users and general market customers in order to gather data for analysis that can be used to improve our services and hopefully to help us garner more funding in the future.

The Market is stakeholder in a USDA grant called the Food Insecurity Nutrition Incentive (FINI) which, if awarded, will supplement the use of SNAP benefits, much in the same way Double Market Bucks currently do, except they would be good only for specialty crops (fruits and vegetables).

F. General Market Update

121 vendors have applied for the 2015 season, with about 16 new to the Market applicants. PFV proposals were plentiful this season with 22 proposals. New PFVs this season are No Coast Reserve alternating weeks with Sofra Cafe, and Pie First, who will also be on an alternating weeks schedule.

Marcia anticipated the Switchyard Park development would be moving forward in some way, details to be forthcoming in the months ahead.

WFHB is looking for new personnel to do the Live from Market updates. What is needed are a band of volunteers to carry this programming on.

G. Review the 2014 Budget

2013 and 2014 budgets were very similar, with only \$7 of revenue difference between the two. Janice asked if money was made on Gift Certificates. Marcia answered that unredeemed GCs "pay" for the various honoraria given out during the season and that no additional funds are added to accounts to cover these. Also, Marcia noted that 2013 Market Bucks will fall under a sunset clause so vendors will no longer be able to redeem these old vouchers. This allows a balance on the books for unredeemed MBs to be accessible.

H. Plastic Bag Ordinance

Bobbi informed the group about a plastic bag ordinance which has been circulating around town which would eventually ban plastic bags in Bloomington in stages. If adopted, this would mean that no plastic grocery (t-shirt) bags would be used at Market. Bobbi asked if anyone wanted to sign or read the proposal as it stands so that any changes could be made prior to its presentation to the City Council.

5. Adjournment

Minutes submitted by Robin Hobson