

# **Bloomington Community Farmers' Market**

## **Notice of Meeting**

**Monday, September 19, 2016 at 5:30 pm**

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

### **AGENDA**

1. Call to Order
2. Approval of Minutes
3. Public Comment
4. Old Business
  - Innovative Farm Arrangements
  - Food Trucks at Market
5. New Business
  - New GMO Labeling Law
  - Clarification on Point System
  - Volume of Stage Performances
  - PFV Booth Locations
  - Dates for Upcoming Meetings
6. Adjournment

**Bloomington Community Farmers' Market  
Advisory Council**

Monday, September 19 , 2016  
5:30 pm

Parks Conference Room

**Advisory Council Members Present**

Leslie Burns, Carmen Siering, Rachel Rosolina, Don Rhudy, Bruce McCallister, Bobbi Boos, Rachel Beyer, Kathy Aiken

Janice Lilly was absent with notice.

**Public Present**

none

**Market/City Staff Present**

Marcia Veldman, Robin Hobson, Katie Lay

**1. Call to Order**

Leslie called the meeting to order.

**2. Approval of Minutes**

The May 2016 minutes were approved.

**3. Public Comment**

No public comment.

**4. Old Business**

**A. Innovative Farm Arrangements**

A review of the sub-committee's work on innovative farm arrangements was given by Marcia. Based on discussion at this May meeting, the group (Rachel, Bobbi, Robin, Janice, Marcia) examined a potential for a clear, transparent, and open process to allow consideration of those vending situations that do not fit within the current criteria, but which remain true to the mission of the Market. The result of the committee's discussion precipitated a draft application to be filled out by vendors who wish to except themselves from the current contractual standards and apply as innovative arrangements to vend. Marcia sent the draft application to members of the council in advance. Rachel asked whether the application was turned in by the stated due date if there would be time for consideration prior to the space reservation meeting. The answer was yes. Leslie shared she felt the application allowed for consideration based on many factors. The council voted to approve the draft application to move forward in its process. From there, the vendor base will be surveyed about this proposed change, then COB Legal will review the idea and the document for viability. Based on these outcomes, the changes are pending.

**B. Food Trucks at Market**

The potential for this was discussed at the last meeting. Marcia brought a proposal to the group that two to three trucks and/or push carts be added for next year. Push carts would be on the B-Line north of 8<sup>th</sup> St. and trucks would be parked west of the B-Line in established parking spaces east of Rogers. A separate competitive proposal process would be in place and due at the same time as the regular Prepared Foods Vending (PFV) proposals and with both opportunities publicized to both groups. The

ten percent payment of gross proceeds would apply to this potential group as it does to the current PFV participants. An analysis, done by Katie, of the monthly payments by PFVs was shared with the group which showed the amount of revenue has increased substantially since 2013. Estimated 2016 revenues through the end of the season were included. Marcia noted long lines in the PFV area and the fact that supplies are wiped out by noon on some days as reasons this change merits consideration. Based on data gathered in the past, customers are found to spend about \$2 each in the PFV area annually. The Park Board requested this concept be brought before them in October. The vendors will be surveyed before then in order that their feedback can be shared with the Board. Data from COB Office of Economic and Sustainable Development, who issues the needed permits for this in other areas of the City, shows 21 food trucks and 10 pushcarts and a few solicitors are currently permitted. The new RFP would be advertised to that group of permit holders as well as a legal notice in the HT, as the PFV notice has been in the past. Bruce's concern about food trucks was that people might come only for the food truck event and not for the Market. He thought surveying in the PFV area might help determine whether a significant number of food shoppers only patronize that area without venturing into the Market proper. Rachel suggested connecting PFV area vendors with farm product availability so they might know where/how to source local ingredients. Bobbi suggested asking what PFVs need and publishing that list in the Beet so that farmers can market to them if they can meet those needs. Don asked what backlash can be expected. The group explained that there is trepidation on some vendors' parts that their income from farm product sales will be undermined by the addition of more PFV opportunities at Market. The group motioned moving forward with the survey and presentation of this material to the Parks Board for the addition of these vendors next year. Proposal was approved.

## **5. New Business**

### **A. New GMO Labeling Law**

Marcia sent out information about the new law to all council members. The new law negates the Market's recently established GMO labeling policy. Carmen pointed out that at least awareness of the issue was raised in the policy establishment process. She thinks vendors who took care to point out their food is GMO free will continue to be creative with their signage to convey their varietal choices to customers. Education about which crops are GMO and other facts are conveyed in new materials available at the Market Info table.

### **B. Clarification on Point System**

Don had questions about the aims of the points system and the group advised and clarified the goals of the current points system. There was a question from a vendor who was interested in the possibility of passing points directly on to grandchildren. The group discussed this. Grandchildren are not currently considered to be immediate family and, as such, are not eligible of receiving points directly by virtue of being family members. Marcia proposed that changes be made to Handbook language to add that points may be given to additional vendors or to family members for the years they were immediate family and/or to grandchildren for the years they were grandchildren of the primary vendor. Bobbi suggested that points for grandchildren be started from an age when they can be of productive help on the farm. Rachel wondered if the points could stack up to "mega inherited points". Bobbi pointed out that only points can be inherited during the time a person was alive. The discussion was tabled for the time being.

### **C. Volume of Stage Performances**

Rachel R. voiced a concern over the volume on the circular stage. Robin responded that Market staff can be told about volume issues and they will be addressed with the performers. Sometimes performers grow louder during their set and at times the volume

needs to be dialed back. It is not unusual for performers to be asked to turn down their volume.

**D. PFV Booth Locations**

Rachel R. commented that the line for Sweet Claire obstructs traffic in the PFV area. Consideration was given to different positioning for vendors in the future. Some of these considerations are guided by a need for electricity. Marcia said staff and others will observe through the end of the season and take this into consideration and use this information to place PFVs in the coming season.

**E. Dates for Upcoming Meetings**

Marcia asked if Oct. 17 meeting could change to Monday, Oct. 24 instead. The group agreed. There is no November meeting. The December retreat meeting will be on Monday, December 5.

**F. Wild Gathered Mushrooms at Market**

In order to best consider a vendor request to sell additional species of gathered mushrooms, the Market needs to gather specific information about what mushrooms can be sold, but the source of this information from the state-cited resource is unavailable. Currently, staff is trying to reach food safety personnel at the state level for guidance with which to make an informed consideration of this request. The idea of who can determine what mushrooms are eligible is a central consideration in the process.

**G. Market Fees**

No new fees are being recommended for the 2017 season. This decision is pending Parks Board approval.

**H. BCFM Honored as Green Light**

Marcia related that the Market was honored as a Green Light through Sustainable Indiana and will be honored in a recognition ceremony that is tied in with the Indiana Bicentennial. The council was invited to attend on September 20.

**6. Adjournment**

Minutes submitted by Robin Hobson