

Bloomington Community Farmers' Market

Advisory Council Minutes

August 19, 2024

FMAC Members Attending: Ben Gardner, Michael Gleeson, Chris Manansala (virtual), Karen Saint Rain (Vice Chair), Edward Robertson, Kip Schlegel (Chair)

FMAC Members Absent: Tracy Bruce, Patricia Sigman, Rebecca Vadas

Parks Staff in Attendance: Clarence Boone, Jenni Hunsicker, Sarah Mullin

Public Attendees: Deborah Piston-Hatlen

Call to Order: The meeting was called to order at 5:32 by Kip Schlegel (Chair)

Approval of Minutes: Minutes from July 15, 2024 were reviewed; an additional note was made by Sarah Mullin about the discussion of adding slides with market data for future FMAC meetings, requested by Tracy Bruce.

1. Old Business

- Updates from BCFM Consultant
 - Total of ~60 vendors provided direct feedback
 - 124 customers filled out survey
 - Data currently being analyzed and categorized

2. New Business

- **Update on November Farmers' Market (Applications/Timeline)**
 - November Farmers' Market at the Switchyard Park Pavilion will be a collaboration between the Bloomington Community Farmers' Market and the Bloomington Winter Farmers' Market, on Nov 2, 9, 16, and 23.
 - Each organization will administer their own application and selection process; space is limited and day stalls may only be available outside.
 - Discussions going well with BWFM; Sarah Milward is the new President
 - Now accepting applications; so far both new and returning vendors have applied.
 - Lots of interest from musicians, but they won't be scheduled until we have a better idea of how crowded the event will be.
 - BWFM selection committee starts meeting in early September, then we'll coordinate on space; available space for only 40 vendors inside, but each organization has at least 30 strong applicants: Question arose on how will we decide who gets accepted and who gets to be inside versus outside?

- **Farmers' Market Saturday Stats** (*Red* - 2024 / *Blue* - 2023):
 - **July 20th:** 62 Vendors 50 (37FVs/17FBA) 3348 Customers 2430
 - **July 27th:** 64 Vendors 50 (31FVs/14FBA) 3225 Customers 2015
 - **Total for July:** Avg. of 59 Vendors 44 / 11,874 Customers 6515
 - **August 3rd:** 62 Vendors 46 (43FVs/6FBA) 3312 Customers 3102
 - **August 10th:** 55 Vendors 50 (47FVs/13FBA) 2850 Customers 1845
 - **August 17th:** 59 Vendors 50 (47FVs/13 FBA) 3414 Customers 2694
- **Farmers' Market Tuesday Stats:**
 - **July 23rd:** 7 Vendors 7 / 296 Customers 122
 - **July 30th:** 8 Vendors 7 / 168 Customers (Indoors) 188
 - **August 6th:** 6 Vendors 9 / 85 Customers 256
 - **August 13th:** 6 Vendors 7 / 190 Customers 216
- **Tomato Tasting Recap:**
 - 8 participating vendors, good customer turnout
 - Worked well with Harp Competition
 - Volunteers: Michael Gleeson, Milton DuCharme, and Rob Cronk

Farm Name	Vendor Name	Tomato Variety
Buffalo Trails	Kevin Raber	Mr. Stripey, Cherokee Purple, German Pinks
Freedom Valley	Jim Baughman	Persimmon, Cherokee Green
Getty's Creek	Karl Ost	Yellow & Red Oxheart, and Aunt Ruby's German Green
Graber's Produce	Daniel Graber	Pink Heirlooms
Hi-Acre Farm	Jim Sigman	Big Beef, Estiva, & 1884
Living Roots	Michael Hicks	Brandywine, German Johnson, Eva Purple Ball, Japanese Black Trifele
Morningside	Melvin and Karen Reeves	Catlogue, Golden Melody
Raber Produce	Titus Raber	Roadster Heirloom and Goat Bag

- **Apple Tasting Event Upcoming:**
 - Scheduled for 9/28/24; invites to go out in next Market Beet newsletter
- **2025 Farmers' Market Planning Timelines**
 - Key areas include: pricing rules, FM Handbook revisions, and space reservation meeting, etc.)
 - Note that WIFI is becoming an issue
- **BCFM Consultant Study Updates**
 - shared earlier

3. **Public Comment** – anything unrelated to agenda items

- Unfortunately, Jim and Pat Sigman's (*High-Acre Farm*), barn was destroyed by fire; an encouragement card was circulated for FM vendors to sign.

- Becky Vadas has announced that she is stepping down from board.
- FMAC is recruiting two Customer Representatives.
- FM staff and benchmarking consultant are creating a FM report with data for public.
- Idea were presented to have tables with umbrellas near the FBA area.
- Announcement shared that Owen County is hosting a “Farm to Table” event for \$28.
- Note made to revisit the amplification rule for buskers around the market in order to provide some musical entertainment for underserved zones at the FM.
- Karen Saint Rain shared her use of a small battery powered fan to combat high heat; Clarence Boone suggested investing in standing “water mister fans” to cool customers.

4. Motion to Adjourn was called and accepted at 6:36 p.m.