

Farmers' Market Advisory Council Meeting Minutes

December 13, 2021, 5:30- 6:30 pm

FMAC Members in Attending: Cortland Carrington, Mike Gleeson, Janice Lilly, Lynn Schwartzberg, Rebecca Vadas, Whitney Schlegel, and Cathy Bayt

FMAC Members Absent: Nelia Hostetter

Parks Staff in Attendance: Clarence Boone, Sarah Mullin, Leslie Brinson

Members of the Public: None

Call to Order: The meeting was called to order at 5:31 pm by Cortland Carrington

Approval of Minutes:

November minutes were reviewed and accepted with a correction to capitalize SNAP.

Old Business:

- **Updates on Farmers' Market Handbook/Vendor Applications/Vendor Contracts & Farmers' Market Timeline Update** - Updates were shared on progress to date. Per the timeline, these documents will be completed and submitted for internal review by January 11. An application link to farm vendors will be sent out by January 14. Long term events include opening up Food and Beverage Artisan Request for Proposals (RFPs) and Food Truck RFPs.

New Business:

- **Final November 20 BCFM**
 - Final FM Nov. 20 Totals: 432 Customers / 22 Vendors
 - Entertainment provided by Bloomington Symphony Brass Quintet
 - General Observations: Frigid with sparse crowds
- **Holiday Market Update**
 - 7134 Customers
 - 23 Farm & FBA Vendors
 - 30 + Artist Vendors
 - 4 Music and Entertainment Groups
 - General Observations: Cold but sunny. Very festive. Due to Covid restrictions all events were held outside.
- **Advisory Council Recruitment**
 - Received a heartwarming note from Nelia Hostetter. Due to relocation to Virginia, she has had to formally stop her FBA activities with FM and step down from the FMAC. She's been doing some volunteer work with seniors and has made such an impact that she has been hire as a meal coordinator in Newport News. Her future ambition is to create YouTube videos of her preparing her signature delicacies. Clarence shared that Food and Beverage Artisan representatives on the FMAC serve for a one year term. We will need to recruit two FBA reps. Also, with Farm

Vendor representatives being selected in March, we will need to begin recruitment. Nevertheless, several of our Farm Vendor reps can renew for a total of three terms.

- **Year-End Report** (Council members were asked to refer to a PowerPoint Presentation. Elements of this presentation are detailed in the attachments.)
 - During the presentation, Leslie noted observations included that in 2022 we anticipated being in a better position due to the majority of staff salaries being moved to the general ledger and this will result in a substantial savings to the FM operational budget.
 - Lynn posed question on what our average cost-recovery percentages looked like. Leslie responded that while it varies from program to program, and while the FM target is a full 100% cost-recovery, we are projecting 66% for 2022.

- **Year-End Surveys** (Council members were asked to refer to a PowerPoint Presentation. Over 5000 surveys were sent out. Elements of this presentation are detailed in the attachments.)
 - After both presentations, Janice had a request for more data in future reports depicting a break out between Saturday and Tuesday Markets. And, if feasible, comparisons with previous years.
 - Also, it was expressed that while this was the 1st year for the Tuesday Market to locate at Switchyard Park, that more efforts be made to bolster the number of vendors participating. Sarah and Leslie both provided some historical perspective on the Tuesday Market.
 - As an observation on the lower than expected customer survey responses, Lynn and Cathy inquired on the types of services provided at the FM Infor Table and whether that can be expanded to include quick polling of visitors on a weekly basis. Also, as staff circulate through the Market, can responses be gathered too? Finally, a conversation on pets in the market took place, with many helpful suggestions on ways to manage the number of patrons who bring their pets. Finally, Whitney asked if the annual year-end vendor gathering (with food and socializing) could be considered next year. The decision to proceed with that will in large part be governed by the COVID protocols that are in place. Michael made an observation that the parking meters near the Market did not appear to be taking coins this season. Cathy requested to place the Farmers' Market Cookbook on a future agenda for discussion.

- **Public Comment**
 - There were no other public comments and the motion to adjourn was accepted.

- **Adjournment**
 - Meeting was adjourned at 6:25 p.m. by Cortland Carrington.