

Farmers' Market Advisory Council Meeting Minutes

March 21, 2022, 5:35- 6:00 pm

FMAC Members in Attending: Cortland Carrington, Mike Gleeson, Lynn Schwartzberg, Rebecca Vadas (Virtually)

FMAC Members Absent: Janice Lilly, Cathy Bayt

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

Members of the Public: Two (unidentified)

Call to Order: The meeting was called to order at 5:35 pm by Cortland Carrington

Approval of Minutes:

February minutes were reviewed and accepted.

Old Business:

- **FMAC Recruitment Process** – At this point, still ongoing.
- **Vendor and Food and Beverage Numbers** – 56 Vendor Applications & 12 RFP's received as of 3/21/22. A list of all accepted vendors was distributed. It was commented that it is encouraging to see an increase in the number of F.B.A vendors, who are interested in selling at the FM this year. A discussion was held on information sent to vendors so far (i.e., acceptance letters, contracts, blank maps, SNAP guides, W9-EFT forms, etc.)

New Business:

- **Opening Day/Season Preparations**
 - Clarence reported that preparations for the April 2nd Kick-off to the 48th Farmers' Market season were proceeding well. As reported, still receiving applications and RFP's from vendors. Seasonal staff orientation is set for Monday, March 28th. So far we have hired 4 staff. Two are returning and two are new hires. Promotions have been going out on Facebook, City of Bloomington press releases, a special FM Customer Newsletter and Vendor Market Beet are being designed. Final determinations of vendor placement within the Farmers' Market will be completed soon. Entertainment for the month of April is being secured. We'll have some alternating events throughout the Market season. Such as, Info Alley, "A Fair of the Arts", "Roving Naturalists", and other signature events like the "Harvest for the World" are scheduled. We're looking forward to a great season!
- **New Vendor Orientation**
 - The New Vendor Orientation Meeting took place on Thursday, March 10 from 6:00-7:00 pm. The meeting was held virtually. There were 7 new vendors. We covered a list of items including BCFM protocols (*the what, when and how of the Market*). Along with space assignments for reserved new vendors. We discussed protocols and information concerning the upcoming season, market expectations. Nicole Wagner, Sr. Environmental Health Specialist, for the Foods Division of the Monroe County Health Department provided vital information on licensure and requirements. There was no space reservation meeting for returning vendors. This change is due to

the limited spaces due to socially distanced booths, large number of returning vendors, and the low number of reserved space vendor requests. Space selection is being based on vendor points as of the end of the 2021 season. Vendors have been providing their top three booth choices and staff are making every effort to place vendors according to the vendor points list and requests.

➤ **Help with Promotions for the Market and Market Bucks**

- New brochures promoting the Farmers Market were distributed. It was shared that an anonymous donor provided \$35,000 to support the doubling of Market Bucks for this season. We are still receiving support through the Bloomington Hospital Foundation Grant. This support is tripling WIC and our Farmers' Market Senior Nutrition Program vouchers. The Hospital Foundation has allowed us to extend the program due to constraints brought on by COVID and this was only supposed to last until 2021. It was also shared that a series of bollards will be installed at key entrance points to restrict vehicle access during the market hours. An update was also provided pertaining to Tuesday Market. 12 vendors have expressed an interest to sell produce at Switchyard Park during Tuesday Markets.

➤ **Public Comment**

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

➤ **Adjournment**

- Meeting was adjourned at 6:00 p.m. by Cortland Carrington.