

Farmers' Market Advisory Council Meeting Minutes
April 18, 2022, 5:45- 6:18 pm

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

FMAC Members Absent: Cathy Bayt

Parks Staff in Attendance: Clarence Boone, Leslie Brinson

Members of the Public: Kip Schlegel, Phrueksaphong Visuthduangdusdee (virtual)

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

Approval of Minutes:

March minutes were reviewed and accepted.

Old Business:

- **FMAC Recruitment Process:** It was reported that we are in the process of recruiting for six open positions (2 Farmer Representatives, 2 Food and Beverage Artisan Representatives, and 2 Customer Representatives). All prospective council members must be approved by the Parks & Recreation board. Discussion will be continued in the New Business.

New Business

- **April Farmers' Market Review** (April 2nd, 9th, and 16th) - For the first three Saturday's we had 64 vendors. Our attendance for the first three Saturdays in April were 2559 customer. Regarding seasonal staff, we recently hired Sarah Jan Murray. So far in April, we had 6 entertainers w/ 3 more scheduled. Our first Information Alley was held on April 7. We also hosted 30 IU off-campus students at this year's "A Day @ the FM" on 4/16
- **Looking forward to May** - May marks the start of the Peak-Season. We are expecting 32 more vendors to start arriving. We have scheduled recurring visitations by our Natural Resources "Roving Naturalist" beginning on May 7. Also, May marks the return of the "A Fair of the Arts" monthly crafts fair. Finally, we will be favored by performances from the Brass Quintet of the Bloomington Symphony Orchestra and performances by the IU Ballet Department on May 28.
- **A discussion continued on** 1) ordering t-shirts and tote bags. These swag items have provided good revenue for the Market. 2) 2024 marks the 50th Anniversary of the Market. Comments from the council included creating a committee to recognize this milestone on a selected Saturday or possible a theme could be embraced for the entire year. A special T-shirt was proposed along with retaining some select entertainment. 3) The feasibility of produce tastings was discussed and tabled for further discussion. With September being National Honey Month,

an effort should be made to recognize our honey vendors. With the addition of Emily Carrico, we plan to explore health and wellness events and related partnerships.

- **FMAC member- volunteer opportunities.** A discussion resumed on the FMAC recruitment needs. 2 Farmer Vacancies (Kip Schlegel has been invited to join. This would become official after Park Board Approval). An additional prospect has applied. 2 Food & Beverage Artisan Vacancies (We've reached out to several prospects and are awaiting a response.) 2 Customer Vacancies (We've received several applications and are awaiting a response).
5. Public Comment – No public comments were offered.
 6. Adjournment was at 6:18 p.m.