

Bloomington Community Farmers' Market Advisory Council Minutes September 19, 2022

FMAC Members Attending: Cortland Carrington (Chair), Tracy Bruce, Mike Gleeson (virtual), Karen Saint Rain (virtual), Kip Schlegel, Lynn Schwartzberg, Rebecca Vadas, Phrueksaphong Visuthduangdusdee (“Chang”), Macaulay Ward

FMAC Members Absent:

Parks Staff in Attendance: Clarence Boone, Sarah Mullin

Members of the Public: Deborah Piston-Hatlen, Jeff Padgett

Call to Order: The meeting was called to order at 5:35 pm by Cortland Carrington. Also, a council photo was taken prior to the start of the meeting.

Approval of Minutes:

August minutes were reviewed and accepted with a correction.

1. New Business

➤ August/September Farmers' Market Review

- September Farmers' Market Review
 - September Customer Attendance (3 weeks) 4,701 (avg. 1,567)
 - September Vendor Attendance (3 weeks) 92 (avg. 47)
- September Tuesday Market Review
 - September Customer total (2 weeks) 548/(avg. 294)
 - September Vendor total (2 weeks) 12/(avg. 6)
- August Farmers' Market Review
 - August attendance was 11,874 Customers/190 Vendors
 - August average attendance was 2,294 Customers/48 Vendors
- August Tuesday Market Review
 - August total Customers 1062 (avg. 212)
 - August total Vendors 33 (avg. 7)

➤ Looking Ahead to “Harvest for the World” (September 24th)

- 2nd year for this event - *A celebration of diversity through sight, sound, and taste. The event strives to highlight ethnic vendors and create bridges and broaden understandings within the Bloomington community.*

- Vendors Highlighted: Angela Cane (*Canku Luta*) / Oluwanifemi Ologunorisa (*Homemade by Nife*) / Pilar Gonzalez (*Pili's Party Taco*) & Andy Christian Manansala (*Pinoy Garden Café*) / Shu Jou and Ping Chang (*Chang's Produce*)
- Entertainers: Dan Kusaya / Adam Rivere / Miriam Cortez / Ana Nelson and Andre Jamal Cardine Jr. / Matixando / Anna Wrasse

➤ Pricing Recommendations for 2023

- A council conversation was started during the previous August 15th meeting. Clarence shared two alternatives.

- Option #1 (\$1.00 Increase for Farm Vendors/.5% Decrease for FBA)

2023	Projected Revenue: \$77,084		88% cost recovery	\$9,584 not covered		
Farm Vendor Fees	# of Vendors	April(5)	May-October (26)	November (3)		\$1.00 increase
\$23 large	35	\$4,025.00	\$20,930.00	\$2,415.00		
\$17 large/ sr	8	\$680.00	\$3,536.00	\$408.00		
\$15 Small	12	\$900.00	\$4,680.00	\$540.00		
\$12 Small/ Sr	5	\$300.00	\$1,560.00	\$180.00		
	60	\$5,905.00	\$30,706.00	\$3,543.00		\$40,154.00
FBA Fees	# of Vendors	April(5)	May-October (26)	November (3)		.5% decrease
6.5%	16	\$2,672.00	\$16,032.00	\$2,672.00		\$21,376.00
	167 FBA & Farm Vendors per month					
Additional Revenue: \$15,554		Tuesday: \$4284	Sales: 1700	Sponsorship: 800	Programs: 2000	Application Fee: (60x\$20) 1200
		Info Alley: 4000	Online Sales: 1570			
Projected Expenses: \$67,500						

- Option #2 (No Increase for Farm Vendors/.5% Decrease for FBA)

2023	Projected Revenue: \$75,044		90% cost recovery	\$7,544not covered		
Farm Vendor Fees	# of Vendors	April(5)	May-October (26)	November (3)		\$0 increase
\$22 large	35	\$3,850.00	\$20,020.00	\$2,310.00		
\$16 large/ sr	8	\$640.00	\$3,328.00	\$384.00		
\$14 Small	12	\$840.00	\$4,368.00	\$504.00		
\$11 Small/ Sr	5	\$275.00	\$1,430.00	\$165.00		
	60	\$5,605.00	\$29,148.00	\$3,363.00		\$38,114.00
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- During the discussion, a variety of observations were made ranging from:
 - Placement of all vendors with no spacing
 - FBA vendors under awnings
 - The impact of FBA customer lines on farm vendors
 - Cost-recovery initiatives
 - History of FBA fees
 - Comparisons of other state Farmers' Markets to the BCFM
 - How the point system impacts FBAs and their placement
 - Locally sourced versus shipped in produce
 - Developing the sale of fertilizers as an income generator and as a reduction to climate change.

2. Public Comment - anything unrelated to agenda items

- Announcement that Jessica Brown of the Monroe County Board of Health plans to join us in-person at the October FMAC meeting

3. Adjournment: Seeing no more comments from the council or public, a call was made and accepted for adjournment at 7:10 p.m.