

# Bloomington Community FMAC -- Minutes

August 15, 2022 - 5:30 pm to 7 pm

Allison Conference Room  
401 North Morton

**FMAC Members Attending:** Cortland Carrington (Chair), Tracy Bruce, Mike Gleeson, Karen Saint Rain, 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, Jason

**Call to Order:** The meeting was called to order at 5:32 pm by Cortland Carrington

## Approval of Minutes:

July minutes were reviewed and accepted.

## 1. New Business

- July/August Farmers’ Market Review
  - July attendance was 12,864 Customers / 230 Vendors
  - July average attendance was 2,573 Customers / 46 Vendors
  - July Entertainment/Signature Events
    - 8 Entertainers
    - 6 Signature Events (Info Alley, AFA, Health & Wellness, Roving Naturalist, ADA Celebration, and IU Outdoor Adventures)
- Tuesday Market Review - July
  - July total Vendors 26 (avg. 7)
  - July total Customers 782 (avg. 196)
- August Farmers’ Market Review
  - August Customer Attendance (2 weeks) 5,796 (avg. 2,898)
  - August Vendor Attendance (2 weeks) 92 (avg. 46)
  - August Entertainment/Signature Events
    - 8 Entertainers
    - 4 Signature Events(Info Alley, A Fair of the Arts, IU Outdoor Adventurers, and Roving Naturalists)
- Tuesday Market Review – August
  - August Customer total (2 weeks) 548/(avg. 274)
  - August Vendor total (2 weeks) 14 / (avg. 7)

- Women, Infants and Children & Senior Nutritional Program Updates
  - State has not yet issued vouchers. We assisted them by stepping in and advancing vouchers to Senior and WIC participants.

<b>FMNP WIC Distribution 05/01/2022 - 08/13/2022</b>	
Fund Type	Amount
WIC	\$1935.00
Total	\$1935.00
Count	645
Transactions	45
Transaction Average	\$43.00
<b>Saturdays FMNP WIC Distribution 05/01/2022 - 08/13/2022</b>	
Fund Type	Amount
WIC	\$585.00
Total	\$585.00
Count	195
Transactions	14
Transaction Average	\$41.79

<b>FMNP Seniors Distribution 05/01/2022 - 08/13/2022</b>	
Fund Type	Amount
SENIOR	\$4407.00
Total	\$4407.00
Count	1469
Transactions	100
Transaction Average	\$44.07
<b>Saturdays FMNP Seniors Distribution 05/01/2022 - 08/13/2022</b>	
Fund Type	Amount
SENIOR	\$3168.00
Total	\$3168.00
Count	1056
Transactions	72
Transaction Average	\$44.00

➤ Looking Ahead to November Market

- Location of November FM to Switchyard Park – Citing familiarity, ease of access, and parking, there was general consensus to host both November and Holiday Market at City Hall.

2. Public Comment – anything unrelated to agenda items

➤ 2023 FBA Fee Structure: Tracy Bruce led a discussion on the current fee structure for FBA vendors at the BCFM. His hope is to effect a favorable change in pricing for 2023. Discussion points included:

- i. Perceived inequities in farm vendor space fees versus food and beverage artisan fees.
- ii. Barriers to maximizing business with the Johnson Creamery chimney removal and subsequent barricades that prevent traffic flow.
- iii. How FBA vendors are “socially relevant” to the BCFM thus creating a more welcoming feel to customers.
- iv. Ultimately, he wants to get the FBA fees “consistent” with farm vendor fees.
- v. Tracy has heard from several FBA vendors that they would be willing to pay more if they could locate under an awning.
- vi. Tracy summed his remarks by stating that it is the infrastructure that is most appealing to current and prospective FBA vendors.
- vii. Counters to Tracy’s points included the flexibility of choice that FBA vendors enjoy to vend at multiple locations as opposed to the limitations inherent with farm vendors.
- viii. Another view was that by placing FBA and farm vendors in close proximity, the lines generated by FBAs can restrict commerce by farm vendors.
- ix. Later in the discussion, a public comment was expressed that with regards to the BCFM having to be 100% self-sufficient is not realistic. The BCFM should be viewed as a community asset (or public good). The commenter went on to further state that the BCFM promotes community and that should be the prevailing thought when planning for the future.
- x. A suggestion that a “tiered pricing structure” be considered. One that takes into account seniority, diversity of products offered, etc.

- A question over whether or not freeze-dried confections could be sold at the BCFM was introduced and after some discussion it was generally held that our Market is not the ideal fit for this type of non-produce/non-prepared food offering. It was suggested that perhaps a fair or even the Holiday Market may be a better fit.
- A point was raised concerning the legitimacy of selling flavored honey straws at Market.
- A final discussion point began with how to promote more cash-less transactions and how to verify that produce sold at the Market is “chemical free” or “fully-organic”. An example of how abuses in another country led to inspection mandates.

3. Adjournment: Seeing no more comments from the council or public, a call was made for adjournment at 7:14 p.m.