

**Bloomington Community Farmers' Market
Advisory Council Minutes
April 15, 2024**

FMAC Members Attending: Tracy Bruce, Kip Schlegel (Chair), Ben Gardner, Michael Gleeson, Chris Manansala, Karen Saint Rain (Vice Chair)

FMAC Members Absent: Rebecca Vadas

Parks Staff in Attendance: Clarence Boone

Public Attendees:

Call to Order: The meeting was called to order at 5:30 pm by Clarence Boone

Approval of Minutes: from March 18, 2024 were reviewed and accepted.

1. Old Business

➤ **FMAC Elections**

- FMAC members referred to the existing roster that listed current terms and expirations. (Farmer and Customer Reps are needed)
- Since the March 18th FMAC meeting, the following have expired terms or have opted to step down:
 1. Cortland Carrington - Farm Vendor (available terms expired)
 2. Lynn Schwartzberg - Customer (stepped down)
 3. Macaulay Ward - Customer (stepped down)
 4. Phrueksaphong Visuthduangdusdee - Customer (stepped down)
- The following candidates have requested to continue on the FMAC:
 1. Kip Schlegel - Farm Vendor
 2. Karen Saint Rain - Farm Vendor
 3. Rebecca Vadas - Farm Vendor
 4. Tracy Bruce - Food and Beverage Vendor
 5. Andy Christian Manansala - Food and Beverage Vendor
 6. Michael Gleeson - Customer
- The following FMAC member has an additional year in their current term:
 1. Ben Gardner - Customer
- Continuing FMAC members were solicited to serve as either Chair or Vice Chair. Kip Schlegel selected Chair and Karen Saint Rain selected Vice Chair.

2. New Business

- **Farmers' Market Stats for April 6th & 13th**
 - **April 6th**: 32 Vendors (21FVs/11FBA) 2,247 Customers
 - **April 13th**: 38 Vendors (28FVs/10FBA) 2,136 Customers
 - Weather for both Saturdays was excellent!

- **BCFM Evaluation Updates (Karen Saint Rain and Clarence shared their observations)**
 - **Initial Data Request** of similar Farmers' Markets and **Data Review Phase** is on-going.
 - **Best Practices and Benchmarking Phases** are next on the timeline.
 - **S.W.O.T. Analysis Exercise** - The evaluation committee took part in the analysis and the FMAC members will be approached at a future date to participate in this phase.
 - **Internal and External Stakeholder Engagements** to continue through July
 - **Recommendations, Economic Impact Analysis, and Final Deliverables** will be compiled and presented by October

- **Program Elements for Saturday, May 25th "FM 50th Recognition Day"**

Council members were asked to share their thoughts on the following planning topics:

- Program/Event Title: **"Farmers' Market 50th Anniversary Celebration - Honoring Vendors & the Bloomington Community"**
- What outcomes/events do you want to see? (here are some responses)
 - Mayoral Proclamation
 - Remarks from Parks & Rec Administration, FMAC Leadership, Tenured Vendors,
 - Photo Booth
 - Memory Book or online collection of Reflections
 - Digital slide show of photographs from a variety of sources (i.e. - Merrill Hatlen, Vendors, Parks & Rec archives, HT, etc.)
 - Creation of a Farmers' Market Time Capsule

- **FMAC Members on planning committee:**
 - Kip Schlegel
 - Karen Saint Rain
 - Tracy Bruce
 - Ben Gardner
 - Michael Gleeson
 - Chris Manansala

- **Desired Deliverables:**
 - 50th Timeline Banner
 - 50th Photo Display Board
 - 50th Photo stand w/ logo
 - 50th Table Cloth
 - 50th Anniversary Pennants
 - 50th Google slideshow to be displayed on a Digital Sign Board
 - Press Release or WFHB Segment
 - Facebook Posts that can be shared
 - Advertise upcoming programs/Tastes /Youth @ the Market
 - Special Flyers to pass out

- **Special Engagement Opportunities:**
 - Children's FM Scavenger Hunt Game & Stickers
 - Face-Paintings and caricature artists, temporary tattoos
 - Collection of Oral Histories (at a booth)
 - Collection of "one-word" vendor quotes

3. Public Comment - anything unrelated to agenda items (no comments made

4. Adjournment at 6:32 p.m.