

Bloomington Community Farmers' Market Advisory Council

Monday, February 19, 2018 at 5:30 pm

Parks Conference Room

Advisory Council Members Present

Kathy Aiken, Bruce McCallister, Rachel Rosolina, Rachel Byer, Carmen Siering

Public Present

none

Market/City Staff Present

Marcia Veldman, Kiran Singh, Robin Kitowski

1. Call to Order

Kathy called the meeting to order.

2. Approval of Minutes

The December minutes were approved.

3. Public Comment None

4. Old Business None

5. New Business

A. Review/Input on Innovative Farm Arrangement Applications

This year, one application of this type was received from Rachel Beyer, primary vendor of Mavourneen Farm, who described why her husband, Jonas Carpenter, the primary vendor of Bread and Roses, need to apply for an innovative arrangement. (Complete details of this arrangement have been described in several prior meetings' minutes over the past two years). They submitted an identical proposal this year again. No points will be passed back and forth between these two entities. Innovative arrangements provide transparency in those instances where vendors' circumstances do not conform to the Market rules, but which are recognized to be in the spirit of the Market. A motion was made to approve this application and the motion was carried.

B. Review 2017 Budget

Marcia reviewed the 2016 and 2017 budgets with the group. Due to health care for staff positions cost increase over the last year, the budgets reflect significant increases in the staff budget lines. Also, contributing to increases in that line, the current incumbent of the Market Master position received a fairly significant raise in 2017 which contributes to the increases in that line over 2016.

There were a few questions about staffing versus interns, if staff requests farm vendor information regarding sales (we don't, but do discern other indirect data related to this), and how costs for printing and advertising are categorized.

The value of Market Bucks that go unredeemed is kept in an account for use in doubling.

Bruce asked about vendor fees staying the same as long as the Market continues to meet the cost recovery goals above 100%. Marcia verified this is the current thinking on farm vendor fee stability.

C. General Market Updates

The review committee for PFV proposals met and made recommendations to be presented to the Parks Board for the 2018 vendors.

The solar panels have been installed on the shelters that cover the Market. There are a couple of intrusions into two Market spaces of some posts that are in place to protect some conduit running into the ground. This will have the effect of the Winkleplecks moving out of C9. B18 is similarly impacted, but Breeden-Ost plans to continue to occupy this space this season. Since the Winkleplecks have a high number of points, this will likely result in a reshuffling of vendor spaces at the space reservation meeting.

The summer Farm Tour will be at Linda Chapman's Harvest Moon Flower Farm on July 15. C3 will be one of the restaurants participating in the meal preparation. The status of the fall tour is TBD at the time of this meeting.

The recommendation to the Park Board regarding FMAC position openings is to reappoint all current customer representatives, to reappoint as a farm vendor representative Bruce McCallister and to add Becky Vadas, Cortland Carrington, and Jeff McEvilly.

The City is working on a Strategic Action Plan around sustainability. Marcia announced an open house opportunity for anyone in the community who wants to give input or serve on a working group in several areas.

Marcia shared about a recent conference she attended. She met with representatives from Wholesome Wave, the first organization to work on SNAP incentive programs. Another area that this foundation is pioneering is "produce prescriptions" to help promote the best health and eating habits. She also toured the Stone Barn Center, which was a Rockefeller estate, which is now devoted to young farmer training, apprenticeship, seed trials, CSA, and tool innovations for agriculturalists.

6. Adjournment

Minutes submitted by Robin Kitowski