

**Bloomington Community Farmers Market
Advisory Council Meeting Minutes
December 03, 2018**

Advisory Council Members Present

Kathy Aiken, Leslie Sommer, Mary White, Cortland Carrington, Rachel Rosolina, Becky Vadas, Bruce McCallister, and Carmen Siering

Staff Present

Marcia Veldman, Sarah Mullin, Kiran Singh, Leslie Brinson, and Les Coyne

Members of the Public Present

Elaine Gaul from the League of Women Voters

1. Call to Order:

Kathy called the meeting to order at 5:37pm

2. Approval of Minutes:

September minutes were approved

3. Public Comment:

A. League of Women Voters – Elaine is attending the meeting as an observer. The League visits various boards and commissions meetings throughout Bloomington with the purpose of helping citizens understand what goes on and get them more engaged.

4. Old Business:

A. Review of Proposed Changes –

1. *Innovative Farm Vendor Application* – Marcia explained that this application allows a farm entity that doesn't meet the definition of a vendor in the contract apply. This has only come up when someone has financial interest in more than one contract. To date we've had two applicants. The proposed change is that after 2 years of applying with the same innovative farm arrangement, the application would not have to come to the Advisory Council to be approved.
2. *Reserving additional day spaces* – Marcia explained that this proposed change would allow vendors to secure a 3rd space at the morning lottery after all other vendors are served.
3. *Prepared Food Vendor fees* – Marcia shared that it has been recommended to the Board of Park Commissioners to only charge Prepared Food Vendors the 10% of gross fee, removing the space lease fee.
4. *Market Parking* – Market staff will continue to work to try to address parking concerns. Staff will follow up with Johnson's Creamery and try to renegotiate, but they have said that they don't want the public using the lot because of liability and wear and tear. Bruce asked if we could possibly rent it, however, there are many other

lots currently available for free. If the lot is sold, perhaps we can renegotiate with new owners.

B. Motion to Approve Proposed Changes – Bruce motioned to accept the proposed changes. Carmen seconded. Approved.

5. New Business:

A. Vendor and Customer Attendance – Kiran supplied the group with handouts. Farm vendor participation has decreased. There are additional local markets they may be attending both nearby and regionally. Regarding customers, parking is perceived as an issue. Becky stated that she doesn't see regulars as much. She sees people coming for the atmosphere. Downtown living has changed recently. Cortland said that he sees core customers coming to purchase goods regardless of the weather, etc. It's time for another customer survey this season. Collecting data from vendors would also be helpful in understanding market trends.

B. Switchyard Park – Currently the crews are working on contamination removal, etc. They are cautiously optimistic that the park will be ready by November 2019. There may be a weeknight market there in 2020, with The Tuesday Market potentially moving from Madison St. to the Switchyard Park. Possibly on a different evening.

C. Sustainability Action Plan: Food and Agriculture section – This document will be helpful in getting ideas out to the community about local food. The City is in the process of hiring a Value Chain Coordinator who will act as a broker connecting small to medium growers to institutional buyers.

D. Tuesday Market 2019 – This is the 20th season for Tuesday Market. Staff is still trying to find ways to get the word out to the public and increase participation both of customers and vendors. It was suggested that perhaps if vendors could park their cars at their booths, they'd be more likely to attend. Staff needs to target marketing to surrounding apartment complexes, businesses on the square, etc. Staff is working with Bloomingfoods to see if they would be interested in moving their \$3 dinners to Tuesday evenings as well. We should consider ways to incentivize vendor participation. Possibly have help setting up tents. Make the market more visible. Bloomingfoods shoppers don't notice it even from the parking lot. Les suggested we might waive the vendor fee completely. Announce in the Market Beet the things we are doing to change Tuesday Market for the better.

E. Double Market Bucks Promotion – There has been a dip in participation since 2013. Staff is evaluating 2018 numbers currently. Evaluation of promotional partners and outreach will occur in the spring and summer months.

F. Position Expiration – There is one position opening for the Farmers Market Advisory Council and we are accepting applications through February 1st.

6. Adjournment:

The meeting adjourned at 7:25pm