

**Bloomington Community Farmers' Market
Farmers' Market Advisory Council
Meeting Minutes from Monday, October 21, 2019 at 5:30 pm
Parks Conference Room**

FMAC members in attendance: Bruce McCallister, Rachel Rosolina, Cortland Carrington, Robin Kitowski, Kathy Aiken, Leslie Sommer, Suzanne Mann, Rebecca Vadas, Carmen Siering

Staff in attendance: Leslie Brinson

Community in attendance: approximately 9

1. Call to Order

Meeting was called to order by Bruce McCallister at 5:35pm.

2. Approval of Minutes

Minutes from September were reviewed and approved.

3. Public Comment

Sura Gail Tala talked about the idea to take a portion of the farmer booth fee to create a scholarship fund for farmers that need help getting started.

Abby Ang mentioned their work with Pantry 279 and the need to continue to get produce and donations through the winter months. Kathy Aiken is going to connect her with the Bloomington Winter Farmers' Market board members.

4. New Business

Bruce asked the committee if they were available to meet on Monday, November 18th from 5:30-7:30 p.m. The FMAC usually does not meet in November and then has a longer meeting in December. However, the committee thought it was best to continue its monthly meetings. The need for a December meeting will be discussed at the November meeting. All members agreed to the new date.

5. Old Business

Update on Vendor Meeting- Bruce gave his thoughts from the vendor meeting that took place on September 4, 2019. Roughly 20 vendors were in attendance with CJAM and PACE. Bruce mentioned that vendors had varying viewpoints and perspectives. He thought some of the major themes were the concern of the Market continuing in 2020 and then the timing of updates for the 2020 season. Rebecca mentioned the frustration of vendors on the lack of information and communication with vendors. Leslie B. mentioned that there is another vendor meeting scheduled on October 28, 2019 that has approximately 20+ vendors scheduled to attend.

Update on Broadening Inclusion Subcommittee- Bruce gave an update on the committee and a reminder that the point of this group is to focus on how to make Market a more inclusive, open and welcoming space. They have received 9 applications to review and will plan to meet on a monthly basis.

Review of Tuesday Market and Update for Plans for 2020 - Deborah Piston-Hatlen, President of the Farm to Family Fund gave a report on the Farm to Family Fund program, which partnered

with MHC. Over 17 weeks of summer market in 2019, \$9,392 was spent to purchase unsold farm products at ½ price for the first time at the Tuesday Market, yielding a value of over \$18,785.. The produce was distributed by MHC. Due to the absence of Sarah Mullen (sick) the other Tuesday Market information was limited. Leslie Brinson did mention the Farm Fresh Field Trips which took place at the Tuesday Market and the list of groups that participated.

Review Prepared Food Vendor Proposal- A proposal from the PFV was sent to the FMAC and handed out at the meeting for review, was read, and discussed. Rebecca voiced a concern about the proposed fee structure and how that would affect farm vendor fees and the overall budget of the Market in the future. Carmen noted her support for the PFV having a spot on the FMAC. Leslie B. agreed, but noted that the PFV contract is one year and therefore their term on the FMAC may need to be adjusted. Robin also supported the idea of PFV representation on the FMAC, but was curious about rationale for 4 seats.

Maria Carlassare, a PFV representative, talked about the proposal for 4 members on the FMAC. She said they came up with that number as it relates to the percentage of money they provide to overall budget. Katie Mysliwicz said they had to put a number down to get things started, but are willing to discuss and compromise. Leslie B. mentioned a concern for the lack of people applying for the FMAC and filling all spots available.

There was discussion around the PFV's being a valued part of the Market and that looking at the mission statement was something that was needed and could be done

Bruce discussed his thoughts on the growers' impact and value at the Market and that the reliance on PFV funds may leave the Market in a fiscally vulnerable position. He mentioned the need for a small increase every few years.

Jim Lewis observed that the PFV attract a good crowd and also have lines when he goes to buy his breakfast. He asked about the ratio of PFV and farm vendors.

Maria noted that the PFV's do not want the farm vendors to pick up the extra fees, but thinks there needs to be another revenue source and that the City needs to reconsider the subsidy goal of the Market and the support it can lend to the Market.

Some vendors said they would support at \$3-4 increase in farm vendor fees. It was suggested that a customer survey garnering information on where customers spend their money would be helpful. There has not been a fee increase for farm vendors since 2011.

Carmen requested that additional financial information be furnished by the staff for the next meeting to help with consideration of the request. Rachel asked that the PFV representatives provide the research they conducted in preparation of the proposal. She also suggested Parks provide updated budget numbers to be discussed at the next meeting.

Meeting was adjourned at 7:00 pm.