

**Farmers Market Advisory Committee (FMAC) Meeting Minutes
October 19, 2020 - 5:30pm via Zoom/Facebook Live**

FMAC Members in Attendance: Cortland Carrington, Lynn Schwartzberg, Mara Lea Rosenbarger, Suzanne Mann, Janice Lilly, Melanie McQuinn, Michael Gleeson, Whitney Schlegel

FMAC Members not in Attendance: Rebecca Vadas (joined via Facebook Live)

Parks Department Staff in Attendance: Leslie Brinson, Sarah Mullin

Call to Order

FMAC meeting was called to order by Cortland Carrington.

Approval of September Minutes:

Leslie want to make a change in the Coordinator position time changing from 25% to 50%. Janice Lilly made a motion to approve the September minutes and Cortland seconds the motion. Minutes pass with the minor change made.

Old Business:

Price Schedule:

Cortland has sent an email with his thoughts on a price schedule. Cortland has no objection to a price increase, but suggested a percentage increase instead of a flat rate increase. He calculated new numbers based on inflation numbers of 13%. The flat fee increase somewhat punishes the senior and youth vendors. His proposal would put more of a price increase on the large space vendor. He puts more value on covered spaces as a vendor. Melanie supports the concept of the percentage increase that Cortland suggests. Whitney would like to see some consistency in the senior price increase from a small and large space. Suzanne also likes the percentage model. Janice would like to see a model where we look at rates every 5 years instead of trying to raise rates as we are now when everyone is struggling. It might be nice to set the expectation that rates will be looked at every three years or five years and not getting into a circumstance as we are in now. She would also like to look at the market in the context of the City's Sustainable Action Plan as a guiding document. Asked about the money designated to the Farm Store and wondered how that works with the Market's need to reach the 100% cost recovery. How are decisions being made within the City as a whole and how is local agriculture being discussed on a larger level? Leslie mentioned that the City is looking at multiple ways to assist and support the local food market in the city and will pass this concept on to her supervisors. Whitney also sat on the Sustainable Action Plan committee and that work would be a good guide post and a way to understand the city market and how it fits in the city landscape. It seems that the document has fallen of the radar as far as the Parks and Recreation Strategic Action Plan. Leslie shared that the Price Schedule will be introduced to the Park Board at the October meeting and the fee increase will be a \$3.00 across the board. There will also be a \$2.00 increase at the Tuesday Market and keep the Food and Beverage Fee at 7.5%. Leslie showed the estimated revenue for 2021 based on rented spaces and the new fee increase and also the expenses. Janice wanted to know the timeline for material to be sent to vendors. Leslie mentioned a mid-January release date for contracts and the handbook. Melanie agrees that the percentage fee increase was

a more proportional way to move forward and would prefer that option. Lynn also supports the percentage increase. Rebecca does not think the proportion view would be supported by the vendors.

Thoughts about 2021:

Cortland asked if we were going to continue to offer the ½ time fee or a monthly invoice fee. Leslie mentioned keeping the ½ season payment option for 2021.

Mara as a consumer representative wants to do everything possible to do everything possible to support the market and the local producers. She believes it is symbolic in terms of the fee and in the large context with Climate change. It's hard for the city to take action, so doing what we can to support the market is important.

Janice asked about the extension of a December meeting to be able to discuss the upcoming year. December 6th would be that meeting date and if the group would like to make it a longer meeting that is up to the group. Lee would not be able to do a longer meeting on Monday's unless we started the meeting earlier.

New Business:

November and Holiday Market Updates:

November Market has 14 reserved spaces with several doing day stalls. We anticipate about 20 vendors on a regular basis.

Holiday Market is taking place but will only have farm and art vendors outdoors and in the same set up as we have now. We have 19 farm vendors and about 16-18 art vendors. So about 40 booths with a similar entrance and exit and crowd control. Working on decorations and played music, a mailbox to drop letters to Santa and also a photo area. The Holiday Market will run from 9:00-1:00 on November 28th.

Discussion Concerning Harassment/ Complaint Policy:

Questions about the process for handling these concerns and how the Human Rights Commission moves through the process. Leslie mentioned that we will not be able to speak directly to any concern that came about in 2019, but all concerns were reviewed and investigated. The Market staff looked into things that are concerning the contract and handbook and things outside of that realm are discussed with either the Human Right Commission or BPD. Leslie reached out the Human Right Commission that provided the steps and process and protocol for receiving and investigating claims. Also listed were possible reasons for why things would not move forward or investigated. Melanie has concerns about one vendor harassing another vendor or acts in a manner that is inconsistent with our policies/ contract and there is nothing in this list that would address that issue. In 2020 the market added a lot of information in the handbook to try to address and discuss the concern. If it is happening at market during market then that is one situation the Market can handle, but if it is happening outside of market or on social media that

gets a bit trickier. We did try to add language that would give us some additional support in those situation. Rules and processes tend to be developed when something happens and you don't have a way to handle it. So in 2020 we tried to address that in a more direct manner. Melanie would propose that we add something in the handbook that says vendors can expect market management and the HRC to investigate claims and enforce policies. Michael is struck that the HRC uses illegal activity as a guiding principle and the gap that there might be between illegal activity and those things that might take place at Market. Leslie suggested looking at the handbook and the language to help solidify these areas in more depth. Melanie still has concerns that things were not handled appropriately in 2019 and how that will be done differently in 2021. Is there a protocol for when it is a vendor to vendor to complaint? Cortland would like to have a visual for vendors to see how the process goes and how they would be handled and who they would be shared with. Melanie agrees that a visual guide would be a good idea. Janice asked if Melanie could share an example of how other markets are handling this issue. Melanie will ask.

Review of Farmers' Market Guidelines:

Want to make sure everyone had the guidelines. Whitney wanted to know if there were other criteria as to how vendors and customers were selected. The guidelines do not have any real guidelines on the selection process. There is an application process that asks why someone wants to be on the council, so that is used to select members. There is not typically an abundance of people offering up there services. Perhaps we can add questions to the application so that we can look at a varied vendor backgrounds as well as product. Cortland wanted to know if there was discussion on altering the time of service for members, either less or more time. It is usually set up to have new and returning members moving on and off the council. Whitney would also like to look not only at years of experience, but having vendors that sell different items at the market, so representation of all of the different products would be a good balance. Leslie will send out the application to members and it can be something to look at changing as we move forward.

Farm to Family Fund

Overview of the year and the amount of produce donated and amount of money paid to farm vendors.

Motion to adjourn was given by Cortland and seconded by Michael. Meeting adjourned at 6:45 p.m.