

**Farmers Market Advisory Council (FMAC) Meeting
February 22, 2021, 530-7pm**

FMAC Members Attending: Cortland Carrington, Rebecca Vadas, Mike Gleeson, Mara Lea Rosenbarger, Whitney Schlegel, Janice Lilly, Suzanne Mann, Lynn Schwartzberg

FMAC Members Absent: None

Parks Staff Attending: Leslie Brinson, Sarah Mullin

Members of the Public Attending: Deborah, Elaine Gaul, Suzanne Welsand

Call to order

Call to order at 5:31pm

Approval of Minutes

January minutes approved by unanimous consent.

Old Business

Deadline for Farm Vendors and Food & Beverage Artisans

Today is the deadline for both the food & beverage RFP and the farm vendor applications for those who wish to reserve a space in the upcoming space reservation meeting. However, we will continue to take applications as space allows. We have 54 vendor apps as of now - 5 new and 49 returning. There are 7 food & beverage RFPs to review. 3 are new. We need to review the applications and make sure they meet qualifications. Approved vendors will get an approval packet and that will include their contract. Whitney asked if they needed to have the contract turned in before the space reservation meeting. Leslie said no, just before the first day they sell. Cortland asked how this number compared to the number of vendors in 2020. Leslie said that the applicant number was quite a bit higher at the beginning of last year before COVID hit, but that this was about where we thought we'd be based on the amount of vendors that stayed with the market throughout last season.

Whitney asked if the Parks Department is working with the health department to address the seasonal license situation for vendors attending multiple markets. Leslie said she can reach out to the health department and ask about this. Whitney said the licensure is \$100 and to have to replicate that for multiple markets is difficult. It'd be nice to know in advance of the space reservation meeting. Whitney asked if we plan to continue the online market. Leslie said that we haven't made a final decision as it's a lot of work on the back end and it's a financial cost to the City.

Coordinator Hiring Update

We received about 39 applications and phone-interviewed several last week. We will be bringing in 3 for assessments this week. Cortland will be involved in those interviews. Hopefully, we'll choose someone from those 3 and have someone in place by mid-March or beginning of

April at the latest. We feel good about the process and were honest with applicants about where the farmers market is right now. Leslie said that she and Sarah felt good about their responses. Cortland asked what some of the qualifications were for the position. Leslie replied, there's a huge part of the job that requires administrative experience - organization, budgeting, communication, email, SNAP, etc., then there's another big piece of knowledge about sustainability/food and ag, supervisory responsibility, then communication - conflict resolution, community building. A college degree is preferred, but not required. 2 years experience is required. What Leslie has realized filling in is that there is a lot of administrative work related to this position.

Financial Assistance Program

\$5,000 of funds came through the Community Foundation and it was meant to be used to enhance diversity at the market through entertainment, events, recruitment and retention of vendors of color or welcoming signage. The FMAC can decide if a financial assistance program (discussed at previous meetings) fits that description. Cortland would like to keep the money allocated in the way it was awarded to us. He thought it should probably wait until the new coordinator is in the position before we use it. Lynn, Whitney, Suzanne and Mara Lea agree. Leslie encouraged them to be thinking about it in the meantime. Janice asked if Leslie could send out the text from the Community Foundation. Leslie said yes.

New Business

Space Reservation Meeting

The meeting will take place over Zoom. The link will be sent out in the acceptance letters. Vendors who cannot attend can have a proxy just as before. They can also provide us with their top 3 spaces and we will be their proxy. We will be using 2019 points to assign spaces since no one earned points in 2020. Nicole from the health department will join and provide COVID updates. There will probably be some restrictions including limited attendance and perhaps some restrictions for food & beverage artisans. We will also go over the major changes to the handbook, such as booth fees, and the new time for the day space lottery.

Online and mail-in payment options will be provided.

Becky Vadas mentioned that vendors with the same numbers of points need to draw a number to decide who goes first. Leslie said she'd have some numbers ready to pull in those instances.

Becky asked if we will have a whiteboard? Whitney said we can share the screen with the map and fill it in.

There are roughly 48 spaces with the double-wide spacing, and there is space to add a few more around the perimeter if needed. We will start with food and beverage artisans in the D shelter like last year as opposed to by themselves on the plaza.

Cortland asked if we need any volunteers for the space reservation meeting. Leslie doesn't think so. All FMAC members are welcome to attend if they wish. The date is Thursday March 4 at 6pm.

Public Comment/Unrelated to the Agenda

No public comment

Adjournment

Adjournment at 6:02pm by unanimous consent.