

Farmers' Market Advisory Council Meeting

May 17, 2021, 5:30- 7:00 pm

FMAC Members in Attending: Cortland Carrington, Rebecca Vadas, Mike Gleeson, Whitney Schlegel, Janice Lilly, Lynn Schwartzberg

FMAC Members Absent: Mara Lee Rosenbarger

Parks Staff in Attendance: Clarence Boone, Leslie Brinson, Amanda D'Agostino

Members of the Public: Deborah, Sam Dove

Call to Order:

Call to order at 5:31 pm by Cortland

Approval of Minutes

April minutes approved by unanimous consent.

Old Business

Leslie introduce Amanda D'Agostino – Parks and Recreation summer intern and Market staff

Board Vacancies/ Recruitment

Clarence reminded the group that we have two vacancies for Food and Beverage Artisans and have received one application from Sweet Claire. There is one customer vacancy and we have received two applications. We have one vendor application and have not received any applications. Leslie reminded the group that FMAC representatives have to be approved by the Parks Board and that will take place at the June meeting.

Financial Assistance Program

The fund is meant to be used to enhance the diversity and equity at the Farmers' Market. Cortland opened the floor for ideas. Cortland stated ethnic foods as well as diversity in buskers could be an option. Whitney stated that the food and entertainment ideas would be a good idea and there could be a call out for proposals. Leslie asked for clarification. Whitney clarified that it would be a call out to the community as well as proposals from food vendors. Janice liked the idea of using the Food Studies and IU Institute as partners. Leslie said that staff would work on a form to use for proposals and if FMAC members had additional partner ideas they could send them to Clarence.

New Business

Recent Saturday Farmers' Market Updates

Clarence stated that there had been an increase in attendance from April to May as follows: 748, 1336, 1367 and 1486 this past Saturday. Farm vendors have increased

from 30 to 32. Food and Beverage Artisans have been consistent from 4-6 vendors. Janice mentioned Pili's Party Taco at the entrance on 8th Street and that the open entrance we used. Clarence states that there were two buskers this past Saturday. Whitney commented that vendors had asked her about buskers and on site coffee sales and if it would be back. Leslie replied yes, that Brown County Coffee will be selling coffee as soon as his truck is fixed and back in service. It was asked if more Food and Beverage Artisans and entertainment will be allowed. Leslie responded with the need to evaluate the re-opening procedures first and we are waiting for the Cities response to the CDC guidelines.

Monroe County Health Department Informational Meeting for Market Managers

Clarence updated the FMAC about the meeting and topics covered, specifically about different types of vendors, signage, labeling of product, as well as Covid-19 procedures. Staff will be updating customers and vendors as quickly as possible once decisions are made about Covid-19 procedures. Leslie mentioned the customer newsletter will go out later in the week to allow time for updated information. The Health Department meeting was held to help standardize procedures at all Markets in Bloomington.

Volunteer Greeter Needed: May 22, May 29 and June 5

Clarence requested volunteers from the FMAC to help greet customers and take attendance counts. Clarence stated this is a good way to understand the flow of customers in the Market. Leslie clarified that there is staff shortfall as we transition some new staff and it would be a great opportunity for the customer reps to get involved.

Staff Recruitment (Farmers' Market Leaders)

Cortland asked for more information. Clarence stated that we have hired one new staff, Olivia as Farmers' Market Leader. Applications are being collected and reviewed for a diverse staff member.

Tuesday Farmers' Market (June- September)

Clarence stated that we have at least 14 vendors that have expressed an interest in Tuesday Market. Clarence stated that this year there will be Art Vendors also present at the Tuesday Market. This will help fill the void of A Fair of the Arts from the Saturday Market. Food trucks and buskers will be on site as well.

May 29th, Saturday, a potential site visit will take place at Switchyard Park for a soft orientation with vendors. A formal orientation will be held later. Cortland requested participation numbers of the Tuesday Market from 2019-2020. Leslie stated 1300 customers in 2020 as opposed to 5500 in 2019, but some decrease was due to the pandemic and limited customer attendance. Vendors totaled 7 in 2020 which was about 1/3 less than 2019 vendor counts.

Public Comment

No public comment

Becky Vadas had some questions: has the Farmer's Market website been updated with a current list of vendors? Leslie responded with yes. How often is the Market

Facebook being updated? Leslie stated the Department does 3-5 posts per week. Question asked about produce updates- Leslie said staff has had a hard time collecting produce updates to highlight each week and were open to ideas of how to collect this information from vendors. Whitney suggested the staff go around to Market vendors on Saturday to ask about possible product updates for upcoming weeks. Becky had a marketing idea to do Facebook Live at Market to help drive more people to the Market. Cortland and Clarence have had similar discussions as we as working through marketing with Covid guidelines in mind. Berry season is coming and vendors are concerned they won't be able to sell all of their products. Leslie mentioned we could push this information in the Customer Newsletter.

Cortland is searching for a Vice Chair for the Advisory Council.

Janice mentioned that she will not be available for the June meeting.

Adjournment

Meeting was adjourned at 6:13 by unanimous consent.