

Farmers' Market Advisory Council Meeting

August 16, 2021, 5:30 - 7:00 pm

FMAC Members in Attending: Cortland Carrington, Mike Gleeson, Whitney Schlegel, Lynn Schwartzberg, Rebecca Vadas, Nel Hostetter.

FMAC Members Absent: Mara Lea Rosenbarger, Janice Lilly, and Cathy Bayt

Parks Staff in Attendance: Clarence Boone, Leslie Brinson, Sarah Mullin

Members of the Public: None

Call to Order: Meeting was called to order at 5:31 pm by Cortland

Approval of Minutes:

July minutes were approved by unanimous consent

Old Business

Hybrid Meeting Format

The guidelines for adhering to the Hybrid Meeting format (virtual/in-person) were discussed as detailed in the board packet. The only clarification that we are adhering to the Governor's mandate. Therefore, we will be conducting virtual meetings going forward until that changes. Then we will more than likely adhere to hybrid meeting schedules.

New Business

Aggregate Totals for Saturday and Tuesday Farmers' Markets

For the month of July, Tuesday's customer totals were at 1,318 and the vendor totals we're 33. For Saturday Markets, 10,407 customers and 194 vendors. Market entertainment kicked off on July 31st (Robby Lake). For the first two weeks of August, we had 4,539 customers and 86 vendors so far. Tuesdays, we had 750* customers (* - at one of the Tuesday Market, there was a Bloomington Police Department event with over 500 attendees) with 19 vendors. We've had entertainment for the past two weeks.

Videographer: We are exploring the idea of profiling several of our vendors, customers and staff with a videographer. The videos can be linked to our social media sites.

Discussion on Proposed Fee & Pricing Schedules for 2022: Council members were asked to begin forming opinions on what 2022 pricing levels ideally might look like for the farm vendors and food and beverage artisans. The proposed levels will be recommended to the Bloomington Parks and Recreation Board in October. A decision is made in November. In 2021, there was an increase of \$3 for farm vendors and food and beverage vendors were kept at the same levels. The previous 5-year projection on where we might be was greatly impacted by the COVID-19 pandemic. We did project a \$1 increase for

farm vendors and a ½ a percentage decrease for food and beverage artisans. Our final decision needs to address cost recovery within the Farmers' Market.

Harvest for the World Multicultural Event: "Harvest for the World" is scheduled for September 25th at the Saturday Market. It is designed to be an experience of sight, sound, and taste, featuring cross-cultural fashions, dance, and sounds from Bloomington's international communities. Taste delicious cuisine from food and beverage artisans and gather produce from farm vendors to create your own authentic cuisine at home. This event also coincides with the City of Bloomington's "Blooming Neighborhoods" event. Blooming Neighborhoods: a celebration of the wonderful, diverse, and eclectic neighborhoods that make up our city. To that end, we've been collaborating with Angela Van Rooy, Neighborhood Services Program Manager. As far as entertainment, we'll have music and performers representing a worldwide community. Along with a mariachi band, and a sitar player, we'll have Aztec dancers from the Mexican community, Asian-Indiana dancers performing "Bollywood" style dancing, as well as Latin, jazz, R&B and soul music performers. As this is year one, we'll seek to grow it and use it as a vendor recruitment tool. We will also, plan to develop a "Harvest Haul Bag" complete with recipes. At the present time, the COVID-19 pandemic prevents us from recruiting a large number of food and beverage artisans.

Public Comment

A question on Gift Certificates and Market Bucks was raised. It is good that over 80% of the vendors accept Market Bucks.

There were no other public comments and Cortland motioned for adjournment.

Adjournment

Meeting was adjourned at 6:02 by unanimous consent.