

Farmers' Market Advisory Council Meeting

October 18, 2021, 5:30- 6:30 pm

FMAC Members in Attending: Mike Gleeson, Mara Lee Rosenbarger, Whitney Schlegel, Lynn Schwartzberg, Rebecca Vadas, Cathy Bayt, Janice Lilly,

FMAC Members Absent: Cortland Carrington, Nelia Hostetter

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

Members of the Public: Derek Decker

Call to Order:

Call to order at 5:34 pm by Clarence Boone

Approval of Minutes

After quorum was met, September minutes were approved by unanimous consent.

Old Business

- **Discussion on Proposed Fee & Pricing Schedule for 2022**
- **November Market & Holiday Market (11/27)**
 - As of 10/18: November Market Vendors: 15 and 1 FBA
 - As of 10/18: Holiday Market Vendors: 15 and 3 FBA

New Business

- **Updates on Saturday and Tuesday Farmers' Markets for September**
 - Aggregate Counts for Farmers' Market (September)
 - FM September Totals: 6,711 Customers / 169
 - General Observations: Wide-range of weather conditions, Wide-variety of entertainment with 4 previously scheduled and 5 on Harvest for the World
 - Aggregate Counts for Tuesday Market:
 - Tuesday September Totals: 741 Customers / 25 Vendors
 - Tuesday June - Sept. Totals: 4,907 Customers / 144 Vendors
 - Tuesday Market Avg. Attendance: 273 Customers / 7 Vendors
 - General Observations Wide range of weather, 3 scheduled performances/ 2 buskers
 - It was cited that we far exceeded outcomes in 2020. Last year there were roughly 1300 visitors for the entire Tuesday Market. 2021 totals were just shy of 2019. This overall trend confirm that the move to Switchyard Park was a good decision.

- A discussion ensued on the addition of two different mushrooms to the “approved” wild forage sale list: Turkey Tail & Reishi (Both occur in the wild and are common)
- Feedback on Market Financial Report & Survey Results (*advisory council was asked to refer to the PowerPoint file that was sent to them*) Highlights of this discussion included:
 - o Uncertainty over passage of City Budget and what revisions may be necessary, if it does not pass. Of course, this can adversely affect the financial standing of the Farmers’ Market. We may be asked to cut budgets in order to make things happen that would certainly impact projected income and expenses. At best, our 2022 budget is based on conservative projections, and our planning reinforces the need to maximize cost-recovery.
 - o Survey responses are slowly coming in. Again, the three areas surveyed were, 1) whether or not to increase vendor fees by \$1; 2) Whether or not to lower food and beverage artisan fees from 7.5% to 7%; and 3) Whether or not to reduce the operational hours of the Market from 5 to 4 hours. The results that we've received, thus far, reflect 14 respondents are in agreement to raising the fees by \$1 and seven not agreeing to do so. As for reducing the food and beverage fees, all but one were in agreement to do so. Finally, with regards to reducing the Market operational hours from 5 to 4, 11 were in agreement and 9 disagreed. Some general comments that we received included, “maintaining the spacing between vendors”, “having musical entertainment at every Market”, “consider ending the Market at noon”. Again, we hope to get at least 50% responses to base good decisions on. As we receive more responses, we’ll share them with you. Such events as “Info Alley”, various tastings, and “A Fair of the Arts” are strongly being considered to resume in 2022. Further discussion was held on a possible reduction of hours and the types of data or consensus opinions can be gathered pertaining to this. A request concerning changing the operational hours was made that as we move forward to be aware of the uncertainty of the times we live in, and that perhaps staying the course for this next year might be our best option. The need to continue enlisting more entertainment was echoed by all.
 - o In summarizing the pricing discussion, it was shared with the council that Farmers’ Market staff are strongly considering the following recommended option to the Parks Board: A reduction to Food and Beverage Artisan fees from 7.5% to 7%. Also, a one dollar increase to daily fees for farm vendors. The result is farm vendor fees would change to:
 - \$22 for a large space
 - \$16 for a large senior space
 - \$14 for a small space
 - \$11 for a small senior space
 In addition, based on trends in the survey responses, the Farmers’ Market staff are considering no changes in the operational hours of the Market in 2022.

- o Finally, a discussion was held on future sustainability, health and wellness, diversity and how it all relates to the Parks and Recreation strategic action plan. The need to continue supporting farmers was shared and a final discussion on the creation of a Farmers' Market recipe book was brought up. Finally, a possible Customer survey was explored.
- Discussion on Timeline of Upcoming Planning Items
 - o A discussion was held on a Farmers' Market planning timeline that runs from October, all the way, until the start of the market in 2022 in April. This included an overview of a variety of tasks to complete in order to coordinate and make sure that it runs smoothly next year.
- **Public Comment**
 - o There were no other public comments and Clarence motioned for adjournment.
- **Adjournment**
 - o Meeting was adjourned at 6:27 p.m. by unanimous consent.