

**Bloomington Community Farmers' Market
Advisory Council Minutes
June 17, 2024**

FMAC Members Attending: Tracy Bruce, Ben Gardner, Michael Gleeson, Karen Saint Rain (Vice Chair), Edward Robertson, Kip Schlegel (Chair), Patricia Sigman, Rebecca Vadas (virtual)

FMAC Members Absent: Chris Manansala

Parks Staff in Attendance: Clarence Boone, Sarah Mullin

Public Attendees: Deborah Piston-Hatlen

Call to Order: The meeting was called to order at 5:30 pm by Karen Saint Rain

Approval of Minutes: Minutes from May 20, 2024 were reviewed and accepted.

1. Old Business

- BCFM Evaluation Updates (Guest presenter: Austin Hochstetler of ZEC Eight Consultants conducted a FMAC Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis.)

2. Special Event Updates:

- **Youth Day @ the Farmers' Market Updates (6/15)**
 - Approximately 36 Tables
 - Healthy number of returnees
 - Variety of products from arts and crafts to food and beverages
 - Entertainment geared specifically to incorporate youth or perform youth (JDRD - Double Set & Reimagining Opera for Kids)
 - Deputy Mayor set up a booth
- **Farm to Table Dinner (7/20)** - This unique event is designed to help members of our community connect to the origins of their food over a delicious dinner that celebrates local food and the hardworking people who grow and prepare it! We're proud to proclaim the key benefits of local foods -- its freshness, satisfying taste, and high health and wellness value! Many of our customers are beginning to appreciate that most local produce has been picked within 24 hours, ensuring it is ripe and at its peak nutrient density!
 - Will send out vendor requests for participation
- **Tomato Tasting (8/17) & Apple Tasting (9/28)**
- **Social Media Marketing Initiatives**
 - Making a special effort to publicize Tuesday Markets with a Monday/Tuesday Morning mailing

3. New Business

- **Farmers' Market Stats for April 20th thru May 18th**
 - **May 25th:** 57 Vendors (21FVs/11FBA) 3252 Customers
 - **Total for May:** Avg. of 53 Vendors / 10,731 Customers
 - **June 1st:** 50 Vendors (41FVs/14FBA) 2010 Customers
 - **June 8th:** 59 Vendors (41FVs/14FBA) 2556 Customers
 - **June 15th:** 54 Vendors (31FVs/15FBA) 2517 Customers
- **Tuesday Totals**
 - June 4th: 6 Vendors 162 Customers
 - June 11th: 9 Vendors 252 Customers
 - **Running total for June:** Avg. 54 Vendors/ 7,083 Customers

4. Public Comment - anything unrelated to agenda items (no comments made)

5. Adjournment at 6:56 p.m.