

**Bloomington Community Farmers' Market  
Advisory Council Minutes  
July 15, 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, Jenni Hunsicker

**Public Attendees:** Deborah Piston-Hatlen

**Call to Order:** The meeting was called to order at 5:33 pm by Kip Schlegel (Chair)

**Approval of Minutes:** Minutes from June 17, 2024 were reviewed and a correction was made indicating that Ben Gardner was not present at the June 17 meeting.

**1. Old Business**

- June 29<sup>th</sup> Farmers' Market Vendor Mtg. w/ Austin Hochstetler of ZEC 8
  - 32 responses for Customer Survey and gathered over 40 from vendors: Remarks/Observations consisted of:
    - **Strengths:**
      1. Recurring customer base is returning
      2. General positive resurgence of the Farmers' Market
      3. Satisfied w/ Entertainment Performers (control volume)
      4. Farm to Family is highly valued
      5. Overall atmosphere is conducive and appealing
      6. Staff dynamics are satisfactory
    - **Opportunities:**
      1. More Advertising of the Farmers' Market is preferable
      2. Enhance the role of the FM Advisory Council
      3. Better access to electricity and WIFI connectivity
      4. Suggestion to seek out collaborative partnership w/ area health care providers to receive their endorsements of the FM when advising their patients
      5. Enhance the relationships with between Farm Vendors & Food & Beverage Artisans
      6. A question was repeatedly raised: Do we need to be open until 1p.m.?
      7. Numerous requests to tweak the Point System to better reward seniority & appeal to new vendors

8. Vendors desire more of the following assessment metrics for attendance, economic impact
9. Consider separate communications for FV & FBA
10. Identify more parking alternatives
11. More signage to better route foot traffic
12. Suggestions on managing the “Browsing vs. Shopping” dynamic w/ customers

## 2. New Business

- **Farmers’ Market Saturday Stats: June 22<sup>nd</sup> thru July 13<sup>th</sup>**
  - **June 22<sup>nd</sup>:** 57 Vendors (37FVs/17FBA) 2511 Customers
  - **June 29<sup>th</sup>:** 45 Vendors (31FVs/14FBA) 2775 Customers
    - **Total for June:** Avg. of 53 Vendors / 12,369 Customers
  - **July 6<sup>th</sup>:** 49 Vendors (43FVs/6FBA) 2730 Customers
  - **July 13<sup>th</sup>:** 60 Vendors (47FVs/13FBA) 2571 Customers
- **Farmers’ Market Tuesday Stats:**
  - June 25<sup>th</sup>: Cancelled (Severe Weather)
  - July 2<sup>nd</sup>: 5 Vendors 164 Customers
  - July 9<sup>th</sup>: 7 Vendors 102 Customers (Indoors)
    - **Running total for June:** Avg. 23 Vendors/ 576 Customers
- **BCFM Meeting w/ representatives from BWFM:**
  - Zoom meeting tomorrow (6/16) with reps from the BWFM to begin discussions on the upcoming November Market. General discussion areas to include:
  - Placements, Applications, Fees, Communications, Site Management
- **Tuesday Farmers’ Market Promotion Strategies**
  - Will continue to solicit ideas from FMAC. We currently run a special Monday Customer Newsletter and we are getting more social media blasts (website, Facebook, may begin video spots).
  - WIC distributions at Tuesday Market have traditionally provided a boost in attendance numbers
- **City of Bloomington Heat Survey** - Anurag Bhat, IU McKinney Climate Fellow w/ Bloomington’s Economic and Sustainable Development Department sent the following:

**Drive/Navigate to Beat the Heat!**

The City of Bloomington's Economic and Sustainable Development Department is organizing an urban heat mapping campaign called *HeatWatch*, aimed at collecting valuable temperature data to understand and address heat distribution across Bloomington. They are seeking volunteers to drive predetermined routes on one day between July 26th and August 8th, depending on weather conditions. The routes will be driven at 6am, 3pm, and 7pm to collect data. Volunteers will be provided with food and drinks by the Salvation Army's mobile kitchen, and those covering two or more time slots will receive a \$50 gift card as a token of appreciation. To participate, all volunteers are required to attend one training session. A virtual session is available on Fri., July 12th, from 12 to 1pm. An in-person session is available on Sat., July 13th, from 12 to 1pm at City Hall Council Chambers located at 101 N. Morton Street, Bloomington. Interested volunteers will be sent calendar invites to both sessions and can choose which one they would like to attend. Learn more and sign up at <https://tinyurl.com/beat-the-heat-volunteers>. For questions or more information contact Anurag Bhat at [anurag.bhat@bloomington.in.gov](mailto:anurag.bhat@bloomington.in.gov) or 812-349-3418.

**3. Public Comment** - anything unrelated to agenda items

- The Cancellation of “From Farm to Family” due to few registrants; and major transitions within the Woolery Mill organization led to a decision to cancel this event this season.

**4. Motion to Adjourn** was called and accepted at 6:45 p.m.