

Bloomington Community Farmers' Market

Advisory Council Minutes

September 16, 2024

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

FMAC Members Absent:

Parks Staff in Attendance: Clarence Boone, Jenni Hunsicker, Sarah Mullin

Public Attendees: Taylor Brown (from Mayor's office), Meredith Sharp (virtual, of Tallow)

Call to Order: The meeting was called to order at 5:30 by Kip Schlegel (Chair)

Approval of Minutes: Minutes from July 15, 2024 were reviewed and approved.

1. Old Business

- Updates from Community Farmers' Market meeting with representatives from Bloomington Winter Farmers' Market: applications closed for Winter Market on/around September 4; they have offered booths to first round of vendors, and may invite more depending on how many confirm and submit paperwork, etc.; BCFM will have 25 indoor vendors for November; prior booth maps show a potential tight fit of 40 vendors in the pavilion.
- 2025 FM Planning Timelines (Pricing Changes, FM Handbook Revisions, Space Reservation Mtg. etc.)

Date	Action
End of November	Customer Survey
Early December	Vendor Survey w/ an initial timeline
December/January	Updates to Handbook, Contract, Exhibits. Create FBA RFP documents
Mid-January	Open FBA RFP, Food Truck RFP and farm vendor application portals
January	Create 2025 folders in the BCFM I Drive
Mid-January	Park Board Meeting
January-March	Ongoing Interviews of Prospective Seasonal FM Leaders and a FM Staff Assistant
February	Update Information Alley and Busker Forms
February	FBA Tasting and Rubric Meeting
February	FBA Contract Template to the Park Board
Mid to Late-February	All applications due (for any farm vendor wanting a reserved spot), Innovative Farm Vendor?, FBA RFPs and Food Truck RFPs
Late February	Notify farm vendors and FBA and food truck vendors. Mail contracts, handbook, W9, market bucks guide, and optional demographic survey to approved vendors.
Early March	Space Reservation Meeting and possible New Vendor Orientation
Mid-March	Finalize Map- Send Market Beet
4/5	April Market starts

- Customer Survey going out early December.

- BCFM Consultant Study Update: report of evaluation study undertaken throughout the 2024 market season is in final prep stage; organized into four sections: Existing Data Review, Benchmarking, External Stakeholder Engagement (Advisory Council, Community Partners, Current and Past Vendors, Customer Survey), Overarching Recommendations; more to report at end of September

2. New Business

➤ Update on November FM & Holiday Market - Vendor Applications Received:

- **November Farm Vendors:** Bread and Roses Gardens, Earth Song Farm, Graber's Produce, Hi-Acre Farm, Morningside, Olde Lane Orchard, Raber Family Produce, Rainbow Tropical Plant, Schacht Farm.
- **November FBAs:** Scholars Inn, Kettle Corn.
- **Note:** Collaboration with Bloomington Winter Farmers' Market: will have other farm vendors and FBAs attending.
- **Holiday Market Farm Vendors:** Bread AND Roses Gardens, Heartland Family Farms, Hi-Acre Farm, Hunter's Honey, Living Roots, Lost Pond, Marble Hill Farm, Morningside, Twilight Dairy.
- **Holiday Market FBAs:** Brown County Coffee, Kettle Corn, Muddy Fork, Simple Raw Eats, Sofra Bakery.

➤ Farmers' Market Saturday Stats (*blue color denotes 2023*)

- August 24th: Customer Count 2283 (2694) / Vendor Count 57 (50)
- August 31st: Customer Count 2547 (2151) / Vendor Count 59 (53)
 - Total August: Customer Count 14,406 (9792) / Vendor Average 58 (51)
- September 7th: Customer Count 2857 (2247) / Vendor Count 57 (55)
- September 14th: Customer Count 2460 (2178) / Vendor Count 60 (50)

➤ Farmers' Market Tuesday Stats:

- August 20th: 6 Vendors (9) / 178 Customers 134
- August 27th: (indoors) 5 Vendors (6) / 118 Customers (206)
 - Total for August: 5 Vendors (8) / Customers 571 (1036)
- September 3rd: 4 Vendors (7) / 144 Customer (118)
- September 10th: 3 Vendors (5) / 112 Customer (212)

➤ Discussion on Tuesday Market: (*Expressed need for separate meeting*)

- Do we have enough vendors who want to come?
- Idea suggested to promote within university departments.
- Should format change to resemble Farm Stop where vendors drop off items?
- Note of Hopewell stretch as potential future site.
- Should we open it up to crafts, as well?

➤ Apple Tasting Event Upcoming:

- Three vendors to participate: Graber's (4 varieties), Hi-Acre (6 varieties), and Olde Lane (17 varieties) *refer to attached chart*

Farm Name	Apple Varieties
Graber's Produce	Asian Pear, Golden Delicious, Granny Smith, Mutzu
Hi-Acre	Winter Banana, Gold Rush, Criterion, Red Delicious, Liberty, Fuji
Olde Lane	Crimson Crisp, Jonathan, McIntosh, Stayman Winesap, Winecrisp, Candy Crisp, Rhode Island Greening, September Wonder, Golden Sunburst, Querina, Gala, Galarina, Jonagold, Arkansas Black, Red Winesap, Gold Rush, and Enterprise

➤ Policy Discussions

- Vendor Product Clarification of Acceptability (Jeffrey Garland of Papa G's; Meredith Sharp of Tallow): NOT calling for vote, beginning discussion.
 - Meredith Sharp in attendance via Zoom; will invite Jeffrey Garland back in October as he was unable to attend today.
 - Introduction of Meredith Sharp and explanation of her "Field to Face" products and the company vision of Tallow.
 - Kip Schlegel and Karen Saint Rain expressed concern over suitability of Tallow at FM based on product type and production process.
 - Consideration given to incorporation of BCFM vendor products; direction of future growth and diversity of FM; historical perspective of past changes/trends; and need to widen perspective.
 - Would necessitate an amendment of handbook; Sarah Mullin suggested potential need to add a new category of vendor type.
 - Clarence Boone will be touring both vendor locations this week to gather more information.
- Enhanced Busking Zones
 - Proposed changes for amplified music (refer to the FBA location photo): Sarah Mullin suggested making a second "stage" area for a different performer so that other half of FM also has ambience, with rotating buskers; will need to monitor whiteboard.

➤ FM Seasonal Time Change in October

- Market will be from 9am to 1pm.

➤ FMAC Recruitment of 2 Customer Representatives and 1 Farm Vendor Representative

- Seeking names for suggestion.

3. Public Comment – anything unrelated to agenda items

- BCFM has been featured in the NRPA Vendor Engagement Guide
- Jenni Hunsicker will be supervising the Saturday market on 9/21

4. Motion to Adjourn was called and accepted at 7:19 p.m.