

**MINUTES OF A REGULAR MEETING**

**URBANA'S MARKET AT THE SQUARE ADVISORY BOARD**

**APPROVED**

**DATE:** July 16, 2013

**TIME:** 4:00 p.m.

**PLACE:** City Council Chambers, Urbana City Building, 400 South Vine Street, Urbana, Illinois

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**MEMBERS PRESENT:** Cynthia Johnson, Diane Marlin, Kent Miles, Stan Schutte

**MEMBERS ABSENT:** Hans Bishop, Robert Kleiss

**STAFF PRESENT:** Tom Carrino, Economic Development Division Manager;  
Natalie Kenny Marquez, Marketing Coordinator/Director,  
Market at the Square; Sukiya J. Reid, Recording Secretary

**OTHERS PRESENT:** Carol McKusick

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**1. CALL TO ORDER, ROLL CALL AND DECLARATION OF QUORUM**

The Urbana Market at the Square Advisory Board was called to order at 4:20 p.m. by Ms. Johnson. The roll call was taken, and there were initially not enough Board members to make a quorum. However, as the meeting progressed, one more Board member arrived and a quorum was met.

**2. CHANGES TO AGENDA**

There were none.

**3. WELCOME**

Ms. Kenny Marquez welcomed everyone to the meeting and stated that the next regularly scheduled meeting would take place in October.

**4. PUBLIC INPUT**

Carol McKusick, 1907 N. Cunningham Ave, Urbana, spoke about the Market Advisory Board and also shared her ideas regarding a Board of Government Information to govern the City boards and commissions.

## **5. NEW BUSINESS**

- **Discussion of Direction**

Ms. Johnson introduced this agenda item. Ms. Kenny Marquez revisited a few items from the Strategic Plan mentioned at the last meeting, that she wanted the Board to start off with. These items were goals 5.4 and 5.41 which involve working with the UBA. Another goal mentioned was 8.3.2 which is to define the fiscal impact of the Market on the community. Finally, mentioned was 8.2 which is to seek out and apply for grants to support the market. In regards to fiscal impact, Ms. Kenny Marquez discussed a web-based tool she researched, called “SEED”, which is a user-friendly method that provides tools for interviewing a representative sample of shoppers. She felt that this free tool would be useful for Urbana’s Market at the Square, and recommended that the Board approve the use of it. A brief discussion of the matter by members of the Commission and Staff ensued. Following discussion, Ms. Marlin moved to approve the use of the “SEED” tool. Mr. Shutte seconded the motion. With no further comments or questions from the Board, Ms. Johnson called for a voice vote. All Board members were in favor of approval and the motion carried unanimously.

## **6. ANNOUNCEMENTS**

Ms. Kenny Marquez announced that due to the omission of the Approval of Minutes item on the agenda, the approval of the minutes from the April 16<sup>th</sup> and July 16<sup>th</sup> meetings would be on the agenda for the October meeting. She also announced that she had received posters from the Illinois Stewardship Alliance for local dining events, and that she would be handing them out to Board members and sharing them at the Market. Ms. Marlin asked if all Board members had completed their Open Meetings Act training. It was determined that all members had completed their training.

## **7. ADJOURNMENT**

Ms. Marlin made a motion that the meeting be adjourned. Mr. Miles seconded the motion. With no further business, Ms. Johnson declared the meeting adjourned at 4:48 p.m.

Submitted,

Natalie Kenny Marquez, Marketing Coordinator/Director Market at the Square