

MINUTES OF A REGULAR MEETING

URBANA'S MARKET AT THE SQUARE ADVISORY BOARD

APPROVED

DATE: February 18, 2016

TIME: 3:30 p.m.

PLACE: Executive Conference Room, Urbana City Building 2nd Floor, 400 South Vine Street, Urbana, Illinois

MEMBERS PRESENT: Shea Belahi, Paris Blalock, Robert Kleiss, Diane Marlin, Kent Miles, Stan Schutte, Carrie Welter

STAFF PRESENT: Natalie Kenny Marquez, Marketing Coordinator/Director, Market at the Square; Sukiya J. Reid, Recording Secretary; Sterling Bollman, Marketing Intern/Market Staff

OTHERS PRESENT: None

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

The Urbana Market at the Square Advisory Board was called to order at 3:36 p.m. by Ms. Blalock. The roll call was taken, and a quorum was declared present.

2. CHANGES TO AGENDA

There were none.

3. APPROVAL OF MINUTES

The minutes of the January 28, 2016 meeting were reviewed by the Board. With no changes proposed, Mr. Schutte made a motion to approve the minutes. Ms. Marlin seconded the motion. All Board members present were in favor of approval and the minutes were unanimously approved as presented.

4. WELCOME

5. PUBLIC INPUT

There was none.

6. STAFF REPORT

Ms. Kenny Marquez reported the following:

- **Sampling Update**
 - The Illinois Department of Public Health (IDPH) has launched an online training for farmers market vendors to be able to take the Farmers Market Food Product Sampling and obtain their certificate without having to travel to an in-person course. To access the course visit <https://i.train.org/> and enter the course number #1061218 into the search. The Farmers Market Food Product Sampling handout, pre-inspection checklist and fillable application are attached.
 - There are two options for obtaining a certificate:
 - Individuals possessing a valid Illinois Food Service Sanitation Manager Certificate (FSSMC) will be required to submit the following:
 - Complete the attached application; and
 - Payment of the \$10 application fee
 - Individuals who do not possess a valid FSSMC shall submit the following:
 - Evidence of a successful completion of a food handler training course
 - Evidence of a successful completion of Department farmers' market sampling training (link to training noted above)
 - Complete the attached application; and
 - Payment of the \$40 application fee
 - Additional details:
 - Certificates issued to a Food Service Sanitation Manager (FSSM) will be valid 36 months from the issue date.
 - Certificates issues to a non-FSSM will be valid for 36 months from the date of the successful completion of the Department farmers' market food sampling handler training.
 - Food Product Sampling Handler Certificates are not transferable between individuals.
 - Food Product Sampling Handler Certificates are required for all persons who engage in performing tasks such as unpacking, cutting, slicing, preparing or distributing food product samples.

- **2016 Season Update**
 - ***Change in Vendor Fee Schedule:*** In an effort to meet rising costs, ensure adequate staffing, and to enhance the long-term, self-sufficiency, and sustainability of the Market, a modest fee increase of \$5 per weekend was initiated with the start of the 2016 season, the first pricing change in five years. In establishing this fee, staff reviewed different scenarios and reviewed them in comparison to other farmers markets in the area and region. The total cost per space will now amount to \$25. As in previous seasons there will also be a 10% discount for full-season payments made in advance of the start of the Market season. The updated Vendor Handbook and fee schedule was released on February 1, 2016 along with the 2016 season application. Both items may be found at www.urbanaininois.us/application.
 - ***Budget:*** Staff received feedback from some Market at the Square vendors in regards to the change in vendor fee schedule. As part of this feedback, there was an interest in receiving regular budget documents as they relate to Market at the Square revenue and expenditures. This information is available in the public domain as part of the

broader City of Urbana financial reports. These reports are regularly updated and available at <https://data.urbanaininois.us/>. In addition, staff is beginning the process of drafting the Market at the Square budget for the Fiscal Year 2016-2017, which begins on July 1, 2016. Part of this budgeting process will include an effort to more accurately reflect staff costs and consider additional target marketing and promotions. These steps will help the Market to grow and will help it to be sustainable and self-sufficient program of the City of Urbana.

- **Vendor Benefits:** Feedback from vendors in response to the change in vendor fees suggested the need to identify the vendor benefits received as part of the fees. Attached to this report is a document that staff created to highlight the benefits of being a vendor at Urbana's Market at the Square. Those benefits include several services as well as various promotional opportunities throughout the year.

7. NEW BUSINESS

- **Market at the Square Strategic Plan- Survey Review**

Ms. Blalock introduced this agenda item. Ms. Kenny Marquez briefly spoke on the closure of the Market at the Square Strategic Plan Survey that was administered to patrons, vendors, and community groups. Some of the changes that people wanted to see was extended hours, a full-time throughout the year market, and more bicycle parking. The results of the definition of "local" was varied. The Board determined that the definition of "local" needed to be discussed and maybe redefined. Ms. Kenny Marquez then referenced the goals and strategies as outlined in the 2011 Strategic Plan, and asked the Board to decide if they still agreed with those goals, or if they needed to be changed or added to. A discussion regarding the definition of "local" by members of the Staff and Commission ensued. Following discussion, Staff and the Board concluded that there was not a need to change the definition of "local", but that there may be a need for setting a quota in regards to the types of vendors allowed in the Market. In regard to the definition of "local", Ms. Kenny Marquez stated that it should be kept as within the state of Illinois. In regard to products and the make-up of the Market, Ms. Kenny Marquez stated that those are administrative changes, and that she and Ms. Blalock would work together to make the changes consistent across the board. Ms. Blalock stated that in regard to the Holiday Market and Middle Market, she actually would want to rebrand it in conjunction with the City's Market as one year-long market. Ms. Kenny Marquez then asked if the Board would want to meet again before the April meeting to go over the strategic plan more, and maybe add a facilitator to the equation. After a brief consensus, the Board voted to hold the special meeting on Thursday, March 17th at 3:00 pm.

8. ANNOUNCEMENTS

Ms. Kenny Marquez announced the following:

- **May 7, 2016**
First day of the 2016 market season.
- **November 5, 2016**
Last day of the 2016 market season.

9. ADJOURNMENT

Mr. Schutte made a motion that the meeting be adjourned. Ms. Belahi seconded the motion. With no further business, Ms. Marlin declared the meeting adjourned at 5:01 p.m.

Submitted,

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