

MINUTES OF A REGULAR MEETING

URBANA'S MARKET AT THE SQUARE ADVISORY BOARD

DRAFT

DATE: April 28, 2016

TIME: 4:00 p.m.

PLACE: Council Chambers, Urbana City Building 2nd Floor, 400 South Vine Street, Urbana, Illinois

MEMBERS PRESENT: Shea Belahi, Brion Kerlin, Robert Kleiss, Diane Marlin, Kent Miles, Stan Schutte

MEMBERS EXCUSED: Paris Blalock, 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: Dave Saam, Owner – Dragon Fire Pizza

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

The Urbana Market at the Square Advisory Board was called to order at 4:00 p.m. by Ms. Marlin. The roll call was taken, and a quorum was declared present. Ms. Marlin asked if Ms. Kenny Marquez would like to introduce the new Board member. Ms. Kenny Marquez introduced new Market at the Square Advisory Board member, Brion Kerlin, and welcomed him to the Board. Mr. Kerlin addressed the Board and gave a brief background on himself.

2. CHANGES TO AGENDA

There were none.

3. APPROVAL OF MINUTES

The minutes of the March 17, 2016 meeting were reviewed by the Board. With no changes proposed, Mr. Schutte made a motion to approve the minutes. Ms. Belahi seconded the motion. All Board members present were in favor of approval and the minutes were unanimously approved as presented.

4. PUBLIC INPUT

Dave Saam of Dragon Fire Pizza addressed the Board. He stated that he was honored to be a part of such a wonderful Market. Mr. Saam then brought up some issues with the traffic flow of the Market, and proposed a change to better benefit the flow especially in regards to food trucks.

Ms. Marlin thanked him for his comments.

5. COMMUNICATION

- **Staff Report**

Ms. Kenny Marquez reported on the following:

- **In the News**

- Urbana's Market at the Square was noted as **#1 on the list of top 10 farmers markets to visit in Illinois** in a recent posting by the Only in Your State network:
<http://www.onlyinyourstate.com/illinois/farmers-markets-il/>.

- **SNAP/EBT and WIC Update**

- The Market applied for a \$5,000 grant from LinkUP Illinois to provide administrative and promotional support for Supplemental Nutrition Assistance Program (SNAP) at our farmers market. This is different from the LINK Up double value grant we received in 2015. This grant will specifically go towards helping to cover administrative costs associated with the program and to help pay for expenses related to promoting the program. The grant will be disbursed over a two year (season) timeframe.
- Staff is exploring opportunities for new ways to expand our SNAP and WIC programs at the farmers markets.

- **Illinois Farmers Market Association**

- Market Staff are planning to host a workshop for farmers market vendors and managers in November 2016. See attached flyer for details.

- **Promotional Events**

- Market Staff attended the Governor's Conference on Travel and Tourism to promote the Illinois Farmers Market Association and Urbana's Market at the Square. Staff provided information about Urbana's Market at the Square, handed out information about local food, and networked with tourism professionals from across the State of Illinois. The Wright Soapery and Autumn Berry Inspired, both Market at the Square vendors, provided 400 samples of their products in the conference tote bags distributed to all conference attendees. This was an initiative to promote the new MADE IN ILLINOIS campaign that the State of Illinois tourism office is launching later this spring.

- Market at the Square staff attended two recent events to promote the start of the farmers market. The first was the Working Women's Expo on April 21st and the second was the University of Illinois Community Credit Union Shred-a-Palooza on April 23rd.

• **Programming**

- Read at the Market, Bike to Market, Art and Performance at the Market, and Sprouts at the Market will continue in 2016. In addition, chef demonstrations will be added to the free all-ages programming available at the farmers markets on the first Saturday of each month. These demonstrations will feature local chefs preparing dishes sourcing ingredients found at the farmers market. More details will come as this program is developed over the next few months.
- Farm Fresh & Fast will continue in 2016 with 27 new recipes. Each recipe is easy to prepare, features seasonal ingredients, and comes in at just a few dollars per serving. Each recipe will be cooked by the Market Director and Maria Ludeke of Creative Health on WCIA News Channel 3's afternoon lifestyle program, ciLiving. More details on this program will be available once the season begins.

• **Market Staffing**

- Sterling Bollman has been promoted from Market Aide to Market Assistant. In addition to working many Saturdays at the farmers market Sterling's new role will also include assisting the Market Director with SNAP/EBT reconciliation, marketing and promotions, and grant management.
- Two Market Aides and Two Market Laborers were hired to take the place of four Market staff that have either changed roles or have relocated or graduated. Please say hello to the new staff when you see them on Saturdays. Staff will be wearing a blue colored STAFF t-shirt this season.

• **Budgeting**

- Market staff submitted a draft Fiscal Year 2016-2017 budget to the City's Finance Department. The Fiscal Year 2016-2017 will begin on July 1, 2016 and run through June 30, 2017. A copy of the final budget will be available once approved by the City Council later this spring. Information pertaining to the current fiscal year budget may be found at <https://data.urbanainllinois.us/>.

6. NEW BUSINESS

• **Market at the Square Strategic Plan Update (cont'd)**

Ms. Marlin introduced this agenda item. Ms. Kenny Marquez gave a brief background on the Market at the Square Strategic Plan, and the plan to review the goals and implementation strategies as outlined in the 2011 Strategic Plan. To start off the research for that, she stated that Mr. Bollman implemented a survey the first week of January 2016 to gain feedback on the Market's current strategic goals. The survey was also used to determine if the goals are still relevant, and whether there are new goals that should be pursued. The survey was open for about a month and over 300 surveys were received. Results were shared with the

Market at the Square Advisory Board, and discussed at the February 18th meeting. At the March 17th meeting, the Board was joined by a facilitator, Debra Cavanaugh-Grant of New Leaf Consulting. She assisted in reviewing the current Market at the Square mission statement and goals. Board members present at the March 17th meeting affirmed the Market at the Square mission. They also refined the 10 goals stated in the 2011 Strategic Plan, and refined that into 7 new draft priorities. Ms. Marlin stated that the goal for the Board that day was to begin discussion about specific initiatives to implement each of the 7 new priorities. A discussion regarding the priorities by members of the Staff and Commission ensued. Following discussion and revising of two of the priorities, Ms. Marlin stated that the discussion would be continued at the next regularly scheduled meeting in July 2016. Ms. Kenny also stated that any suggestions or comments could be emailed, phoned in, etc. before the next meeting.

7. ANNOUNCEMENTS

Ms. Kenny Marquez announced that the next meeting date would be on Thursday, July 28, 2016 at 4:00 pm in the Council Chambers.

8. 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 5:00 p.m.

Submitted,

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