

## Farmers' Market Commission 2025<sup>4</sup> Workplan

Enabling language	Project	Outcomes	Timeframe	Responsible Party	Cost	<u>Budget request</u>
18-2-11 (D) Farmers' Market Ordinance	Village of Oak Park Earthfest  Postponed until 2025 TBD  ( Hosted Implemented by put on [MOU1]by Public Works and Village Sustainability division)	Community outreach and raising awareness of the Farmers' Market and market sustainability goals.	April (close to Earth Day)	Sustainability committee, Volunteer Committee (to recruit)	Nominal staff time and volunteers. Minimal cost.	
18-2-11 (D) Farmers' Market Ordinance	Go Green Days	<del>Provides opportunity &amp; space for not-for-profits &amp; village depts with sustainability missions to create community engagement and education on sustainable initiatives. Space [MOU2] for village depts. and not for-profits whose focus &amp; mission are sustainability education and creating community engagement.</del> Creates greater awareness of	First two Saturdays of Market in May  (Planning begins in February and early March with communications, logistics & creating map.)	Sustainability Committee Lead, supported by Events Committee	No cost	

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		sustainability at the market.				
18-2-11 (D) Farmers' Market Ordinance	Children's Activities	Engage children and parents. Education on sustainability, locally grown produce, farming, farm-related themes, books and community building.	At least once per month	Children's Event Committee Lead	Largely volunteer coordinated with nominal staff personnel costs, printing and advertisement (Budgeted under Farmers' Market)	<u>Budget request for signup fee.</u> <u>\$120</u>

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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Corn Roast Event</p>	<p><u>2024 Corn Roast saw \$3,912 in sales which was an increase of \$1,594 from 2023. <del>profit.</del> This was as a result of increased volume sales and +\$1 per ear price increase (\$3 total).</u></p> <p><u>The Market (MOU3) saw the highest attendance of the year at 6,180 people.</u></p> <p>Commission will run this fundraiser event selling corn at Farmers' Market, creating more foot traffic into market, growing engagement. Funds are a small offset to cost of running market.</p>	<p>August</p> <p>(Start planning with supply ordering and communications at June meeting)</p>	<p>Events committee lead in <u>coordination with Market Manager</u></p>	<p>Largely volunteer coordinated with nominal staff personnel costs, Corn Roaster Rental (Budgeted under Farmers' Market budget)</p>	<p><u>Rental of corn roaster?</u></p> <p><u>Purchase of butter</u></p>
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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Pie-Baking Contest</p>	<p>Commission will run this event to increase community outreach and engagement as well as promotion of market products and farmers. <u>We had 16 applications with 12 participants. Second highest attendance of the season with 5,322.</u></p>	<p>September, during harvest season (remember to avoid Rosh Hashanah –<del>Sept. 9</del> is a possible day)</p> <p>(January/February: review ideas for making this event a fundraising event and decide what month we want to host this event. Start recruiting for bakers and judges 2 months ahead)</p>	<p>Events Committee</p>	<p>Largely volunteer with nominal costs including ribbons and market booth prizes, printing and advertisement (Budgeted under Farmers' Market)</p>	<p><u>Purchase of award?</u></p>
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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Apple Heritage Festival</p> <p>Postponed until 2026 <del>5</del> due to 50<sup>th</sup> celebration</p>	<p>Commission will run this event which celebrates the many varieties of local apples our vendors bring to the market. Apple tastings, contests, and a special guest appearance of Johnny Appleseed are possibilities. This one-day event can also be educational on the history of apples in the U.S.</p>	<p>October</p> <p>(<del>Start</del> <u>start</u> planning to <u>start</u> in June 2026, make it a point to reach out to vendors about when apples will be available)</p>	<p>Events committee</p>	<p>Minimal costs for signage, prizes or giveaways, decorations, etc., budgeted for in the Farmers' Market Budget</p>	<p><u>To be provided in 2026 Work Plan</u></p>
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Stone Soup Event</p>	<p><u>The Market saw 4,008 [MOU4] people attend on the day of Stone Soup. We served 20 gallons of soup. Made by Carnivore with donations from market vendors.</u></p> <p>Commission will run this <u>event showing appreciation of vendors and customers.</u> appreciation event to <u>increase</u> market foot traffic and encourages <u>patron</u> engagement with the Market</p>	<p>October</p>	<p>Events Committee lead in <u>coordination with Market Manager</u></p>	<p>Environmental Health Staff to review Temporary Food Applications and provide food safety consultation, <u>Farmers' Market Staff</u> coordinates rental of <u>cooktop.</u></p>	

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		through <u>at</u> the end of October.			<u>(Budgeted under Farmers Market Budget)</u>	
18-2-11 (D) Farmers' Market Ordinance	Sustainability Education Station	<p>Create an interactive station pop up on-site (<u>possibly at Information Tent</u>) at the Market to teach customers more about sustainability practices and opportunities at the Market and in the community. <del>Commission to recruit volunteers to help educate the public about composting, recycling, waste reduction and other sustainability efforts</del></p> <p><u>Commission to partner with vendor liaison and communications to ensure consistent communication about sustainability</u></p>	<p>May-October</p> <p>Volunteer recruitment efforts and partnership creation to start in the spring and are ongoing</p>	<p>Sustainability Committee in coordination, the Sustainability Division, Public Works, and the EEC</p>	<p>Costs would depend on activities chosen, though should be minimal</p>	

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		<u>practices and efforts at the market. Focus on Plastic Free July to <del>high</del>highlight local organizations and efforts to become a more sustainable community</u>				
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	<p><del>Invite local food operators to host a food demonstration at the Farmers' Market</del></p> <p><u>Propose a list to market manager of candidates from current vendor roster to consider for food demonstrations.</u></p>	TBD	Commission membership	Environmental Health Staff to review necessity of temporary food permit (to review offseason), or food permits themselves if ordinance is not amended off-season.	
Proposed language in 18-2-8(A)(1)(b), based on Board Approval	Prepared Foods Pilot Program	Keep customer engagement and drive foot traffic.	<p>TBD</p> <p><u>Up for consideration in 2026</u></p>	<p><del>Commission membership</del></p> <p><u>Staff led with commission support as needed.</u></p>	Environmental Health staff to review program and provide guidance. Advertising and marketing this new endeavor.	

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<p>18-2-11 (D) Farmers Market Ordinance</p>	<p>Producer site visits</p>	<p>Site visits ensure increase the integrity and authenticity of the market and its' products. <u>Need to start planning a schedule in February. and will increase the likelihood of vendors selling only what they grow.</u></p>	<p>March – October</p>	<p>Any commission member can request a site visit, which the staff can consider based on capacity, time and budget</p>	<p>Staff personnel costs, travel costs (Budgeted under Farmers' Market budget)</p>	
<p>[MOU5]18-2-11 (D) Farmers' Market Ordinance</p>	<p>Customer Survey</p>	<p><u>2024 Survey received 214 respondents.</u></p> <p><u>Net Promoter Score: 8.95</u></p> <p>Information gathered will improve market operations and improve market for vendors and patrons.</p>	<p>Ongoing May - October</p> <p><u>Review and edit survey beginning in February</u></p>	<p>Communications Committee lead</p>	<p>No cost (use Village's community engagement tools)</p>	
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Vendor Survey</p>	<p>Information gathered will improve market operations and improve market for vendors and patrons.</p>	<p><u>Send out in November 2025</u></p> <p><u>Review and edit survey in August</u></p>	<p>Communications Committee lead <u>in coordination with Market Manager</u></p>	<p>No cost (use Village's community engagement tools)</p>	

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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Use of social media &amp; other communication tools</p>	<p>Commission will communicate upcoming special events to Village staff and encourage the Village to use all the available social media tools to advertise the <u>event</u>.</p> <p>Farmers' Market. Commission members will also share market events on social media when able.</p>	<p>January – December</p>	<p>Communications committee and Events Committee <u>in coordination with Market Manager</u></p>	<p>Farmers' Market, and Communications staff time</p> <p>(Budgeted under Village budget personnel). Printing and advertisement (Budgeted under Farmers' Market &amp; Health Department budgets)</p>	
<p><u>Need enabling language</u></p>	<p>Planning for 50th Anniversary year</p>	<p>Special programming, communications, merchandise and events for the 50th anniversary of the Market</p>	<p><u>2025 Season Start planning in August after the Corn Roast</u></p>	<p>All commissioners</p>	<p>Special events budget might need to be increased</p>	<p><u>\$2,075 per Comm'r Stewart's report.</u></p>

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<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Networking with other Farmers' Markets</p>	<p>Commission chair and members to network with other Farmers' Market organizers to learn best practices of other markets. Commission recommends joining the ILFMA</p>	<p>January – December</p>	<p>All commissioners</p>	<p>No reimbursable costs</p>	
<p>18-2-11 (D) Farmers' Market Ordinance</p>	<p>Amend Farmers' Market Ordinance</p>	<p>As needed, will work with Farmers' Market staff, Environmental Health Supervisor and Village Attorney to submit an amendment to the Farmers' Market Ordinance to Village Board. Amendments will improve Market operations.</p>	<p>Ongoing</p>	<p>All commissioners in coordination with Village Staff</p>	<p>2025<del>3</del> Staff personnel costs  (Budgeted under Farmers' Market, Health Department, Law Department &amp; VMO budgets)</p>	
<p><u>Need enabling language</u></p>	<p><u>Reducing plastic bag use at Farmers' Market</u></p>	<p><u>Create a plan to present to village staff on reducing plastic bag usage at the Oak Park Farmers' Market</u> [MOU6]. Components could include</p>	<p><u>Estimated timeline: Plan completed March 2025. Pilot elements of the plan throughout</u></p>	<p><u>Sustainability committee take lead and work with Sustainability</u></p>	<p><u>Implementation of plan may have budget implications.</u></p>	

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		<p><u>policy adherence, cost, and education.</u></p> <p><u>This will be done as a step towards the ultimate goal of eliminating plastic bag usage at the Market.</u></p>	<p><u>2025 season. Start writing enabling language in January</u></p>	<p><u>Director with the village.</u></p>		
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Budget total: \$2,195