

2023 Work Plan for the Farmers’ Market Commission

2023 Work Plan for the Farmers’ Market Commission

Enabling language	Project	Outcomes	Timeframe	Person/Committee Responsible	Cost
18-2-11 (D) Farmers’ Market Ordinance	Village of Oak Park Earthfest	Community outreach and raising awareness of the Farmers’ Market and market sustainability goals. Raffle of vendor product gift basket.	April (close to Earth Day)	Sustainability committee, Volunteer Committee (to recruit) and/or Manager	Nominal staff time and volunteers. Minimal cost (buying the basket)
18-2-11 (D) Farmers’ Market Ordinance	Go Green Days	Space for village depts. and not-for-profits whose focus & mission are sustainability education and creating community engagement. Create greater awareness of sustainability at the market.	First two Saturdays of Market in May (Planning begins in February and early March with communications, logistics & creating map.)	Sustainability Committee Lead, Market Manager	No cost.
18-2-11 (D) Farmers’ Market Ordinance	Children’s Activities	Engage children and parents. Education on sustainability, locally grown produce, farming, and farm-related	At least once per month	Children’s Event Committee Lead	Largely volunteer coordinated with nominal staff personnel costs, printing and advertisement

		themes, books and community building.			(Budgeted under Farmers')
18-2-11 (D) Farmers' Market Ordinance	Corn Roast Event	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.	August (Start planning with supply ordering and communications soon after 4th of July)	Events committee lead in coordination with Market Manager	Largely volunteer coordinated with nominal staff personnel costs, Corn Roaster Rental (Budgeted under Farmers' Market budget)
18-2-11 (D) Farmers' Market Ordinance	Pie-Baking Contest	Commission will run this event to increase community outreach and engagement as well as promotion of market products and farmers	September, during harvestSeason (remember to avoid Rosh Hashanah - Sept. 9 is a possible day) (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)	Events Committee in coordination with Market Manager	Largely volunteer with nominal costs including ribbons and market booth prizes, printing and advertisement (Budgeted under Farmers')
18-2-11 (D) Farmers' Market Ordinance	Apple Heritage Festival	The Commission will run this event which celebrates the many varieties of local apples our vendors bring to the	October (Start planning in June, make it a point to reach out	Events committee in coordination with the Market Manager	Minimal costs for signage, prizes or giveaways, decorations, etc., budgeted

		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.	to vendors about when apples will be available)		for in the Farmers' Market Budget
18-2-11 (D) Farmers' Market Ordinance	Stone Soup Event	Commission will run this vendor and customer appreciation event to increase market foot traffic and encourage patron engagement with the Market through the end of October.	October	Events Committee lead in coordination with the Market Manager	Environmental Health Staff to review Temporary Food Applications and provide food safety consultation, Farmers' Market Staff to coordinate rental of cooktop. (Budgeted under Farmers Market Budget)
18-2-11 (D) Farmers' Market Ordinance	Sustainability Station	Create an interactive station on-site at the Market on a regular basis to teach customers more about sustainability practices and opportunities at the Market and in the community. Plastic Free July events would be part of this effort. Commission to recruit volunteers to help	May-October	Sustainability Committee in coordination with the Market Manager	Costs would depend on activities chosen, though should be minimal

		educate the public about composting and recycling.			
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Invite local food operators to host a food demonstration at the Farmers' Market	First demo to be opening day	Commission membership in coordination with Market Manager	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.	Soft launch first month of 2023.	Equally commission and Market Manager engagement, with Market Manager oversight.	Advertising and marketing this new endeavor.
18-2-11 (D) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donate left-over foods to not for-profit organizations	Mid May – October	Sustainability committee in coordination with the Market Manager	No cost. Supported by volunteers from Beyond Hunger and other community organizations.
18-2-11 (D) Farmers Market Ordinance	Producer site visits	Encourage Village Board to support farm inspections/budget for this. Site visits increase the authenticity of the market and will increase the likelihood of vendors selling only what they grow.	March – October	Any commission member in coordination with the Market Manager	Staff personnel costs, travel costs (Budgeted under Farmers' Market budget)

18-2-11 (D) Farmers' Market Ordinance	Customer Survey	Information gathered will improve market operations and improve market for vendors and patrons.	Start in early September and launch in Sept/October	All commissioners in coordination with Market Manager	No cost (use Village's community engagement tools)
18-2-11 (D) Farmers' Market Ordinance	Vendor Survey	Information gathered will improve market operations and improve market for vendors and patrons.	November	All commissioners in coordination with the Market Manager	No cost (use Village's community engagement tools)
18-2-11 (D) Farmers' Market Ordinance	Use of social media & other communication tools	Commission will communicate upcoming special events to Village staff and encourage the Village to use all the available social media tools to advertise the Farmers' Market. Commission members will also share market events on social media when able.	January – December	Communications committee and Events Committee in coordination with Market Manager	Farmers' Market, and Communications staff time (Budgeted under Village budget personnel). Printing and advertisement (Budgeted under Farmers' Market & Health Department budgets)
18-2-11 (D) Farmers' Market Ordinance	Networking with other Farmers' Markets	Market Manager, Commission chair and members to network with other Farmers' Market organizers to learn best practices of other markets. Commission	January – December	Chair to coordinate with Market Manager	Travel costs (Budgeted under Farmers' Market budget)

		recommends joining the ILFMA			
18-2-11 (D) Farmers' Market Ordinance	Amend Farmers' Market Ordinance	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.	Ongoing	All commissioners in coordination with Village Staff	2023 Staff personnel costs (Budgeted under Farmers' Market, Health Department, Law Department & VMO budgets)