

2022 Work Plan for the Farmers' Market Commission
 Village Board Goals: The Farmers' Market Supports Sustainability

2022 Initiatives and Ongoing Projects

Special Events

ENABLING LANGUAGE	PROJECT	OUTCOMES	TIMEFRAME	COST (if any)
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	Nominal staff time and volunteers. No cost or minimal cost.
18-2-11 (D) Farmers' Market Ordinance	Friends Recruitment Night	Commissioners will continue to recruit Friends at an annual Friends recruitment night in May. Potential volunteers will be given an info sheet and overview of the market and volunteer opportunities.	May	Small amount budgeted within the Farmers' Market budget for printing and under special events for snacks/water for this event.
18-2-11 (D) Farmers' Market Ordinance	Go Green Days	Allows Village partners and not-for-profits in the green industry with a sustainability focus to educate and conduct outreach and engagement on sustainability efforts at the market.	First two Saturdays of Market in May	No cost.

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18-2-11 (D) Farmers' Market Ordinance	Children's Activities	Engage children and parents. Education on sustainability, locally grown produce, farming, and farm-related themes.	At least once per month	Largely volunteer coordinated with nominal staff personnel costs, printing and advertisement <i>(Budgeted under Farmers' Market & Health Department budget)</i>
18-2-11 (D) Farmers' Market Ordinance	Corn Roast Event	Commission will run this fundraiser event to sell corn at Farmers' Market, encouraging patrons to visit market and bring in revenue for to support the market programming Village	August	Largely volunteer coordinated with nominal staff personnel costs, Corn Roaster Rental <i>(Budgeted under Farmers' Market budget)</i>
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 harvest season	Largely volunteer with nominal costs including ribbons and market booth prizes, printing and advertisement <i>(Budgeted under Farmers' Market & Health Department budgets)</i>

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18-2-11 (D) Farmers' Market Ordinance	Apple Heritage Festival	The Commission will support the Market Manager in running this apple festival 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.	September/October	Minimal costs for signage, prizes or giveaways, decorations, etc.
18-2-11 (D) Farmers' Market Ordinance	Stone Soup Event	Commission will run this vendor and customer thank-you event to increase market foot traffic and encourage patron engagement with the Market through the end of October.	October	Environmental Health Staff to review Temporary Food Applications and provide food safety consultation, Farmers' Market Staff to coordinate rental of cooktop. <i>(Budgeted under Health Depart. Budget)</i>
18-2-11 (D) Farmers' Market Ordinance	Sustainability Event	This would be an interactive event to teach customers more about sustainability.	May-October	Costs would depend on activities chosen.

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18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Invite local food operators to host a food demonstration at the Farmers' Market.	Mid-May to October	Environmental Health Staff to review necessity of temporary food permit (to review off-season), or food permits themselves if ordinance is not amended off-season.
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Market Operations

18-2-11 (D) Farmers' Market Ordinance	Logo redesign	Commission proposes to hire a Graphic Designer to update the Farmer's Market Logo.	January - December	Cost of hiring a Graphic Designer for approximately \$300.
18-2-11 (D) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donate left-over foods to not-for-profit organizations.	Mid May – October	No cost. Supported by volunteers from Beyond Hunger.
18-2-11 (D) Farmers Market Ordinance	Farm Inspections	Encourage Village Board to support farm inspections/budget for this. Farm inspections increase the authenticity of the market and will increase the likelihood of vendors selling only what they grow.	January – November	Staff personnel costs, travel costs (<i>Budgeted under Farmers' Market budget</i>)

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18-2-11 (D) Farmers' Market Ordinance	Compost & Recycling Education and Outreach	Commission to recruit volunteers for event days (Corn Roast, Pie Bake-Off, and Stone Soup) in order to help educate the public about composting and recycling. Commission will reach out to community groups, youth organizations, etc. regarding occasional event staffing/composting help throughout the season.	May - October	No cost
18-2-11 (D) Farmers' Market Ordinance	Customer Survey	Information gathered will improve market operations and improve market for vendors and patrons.	One Saturday Mid-May – October	No cost
18-2-11 (D) Farmers' Market Ordinance	Vendor Survey	Information gathered will improve market operations and improve market for vendors and patrons.	November	Staff personnel costs <i>(Budgeted under Farmers' Market & Health Department budgets)</i>
18-2-11 (D) Farmers' Market Ordinance	Attendance Survey	Obtain accurate counts of market attendance for use in vendor recruitment, promotions and budget requests.	Select market days throughout the 2022 season.	No cost

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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 where able.	January – December	Farmers' Market, Environmental Health and Communications staff time (<i>Budgeted under Village budget personnel</i>). Printing and advertisement (<i>Budgeted under Farmers' Market & Health Department budgets</i>)
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 recommends joining the ILFMA	January – December	Travel costs (<i>Budgeted under Farmers' Market budget</i>)

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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.	2022	Staff personnel costs <i>(Budgeted under Farmers' Market, Health Department, Law Department & VMO budgets)</i>
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2021 OUTCOMES

ENABLING LANGUAGE	PROJECT	2021 OUTCOMES
18-2-11 (E) Farmers’ Market Ordinance	Go Green Days	Cancelled due to Covid 19. Instead, Plastic Free July organization participated in 4 markets in July.
18-2-11 (E) Farmers’ Market Ordinance	Children’s Activities	Children’s activities resumed in August with limitations due to Covid 19.
18-2-11 (E) Farmers’ Market Ordinance	Attendance Survey	Counted attendance at attendance-controlled markets at beginning of season.
18-2-11 (E) Farmers’ Market Ordinance	Food Donations/ Food Rescue	Food was donated every week.
18-2-11 (E) Farmers’ Market Ordinance	Earthfest	Cancelled due to Covid 19.
18-2-11 (E) Farmers’ Market Ordinance	Increase use of social media & other communication tools	Social media posts were posted throughout the market season. However, social media use was down compared to 2020.
18-2-11 (E) Farmers’ Market Ordinance	Farm Inspections	Farm inspections resumed at the end of June.
18-2-11 (E) Farmers’ Market Ordinance	Corn Roast Event	The Corn Roast was successfully held August 14, raising a reported \$1,649.
18-2-11 (E) Farmers’ Market Ordinance	Compost & Recycling Education and Outreach	Cancelled due to Covid 19. Compost bins were available during the Corn Roast.
18-2-11 (E) Farmers’ Market Ordinance	Pie-baking contest	Held October 9.
18-2-11 (E) Farmers’ Market Ordinance	Customer Survey	Cancelled due to Covid 19.
18-2-11 (E) Farmers’ Market Ordinance	Vendor Survey	2020 market vendor survey was completed in March of 2020. Vendors provided feedback on the special 2020 market street set up and online marketing program. Vendors were grateful that the Village ran a safe market and provided the opportunity to participate in the online ordering program, both of which were a lifeline during the pandemic 2020 season. Vendor survey for 2021 season to be completed at end of 2021 market season.
18-2 – Farmers’ Market Ordinance	Amend Farmers’ Market Ordinance	Farmers’ Market Ordinance was amended in 2021 to include the option of providing online ordering which would include a \$3 fee per order to cover associated costs. However, based on

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		a lack of market staff applicants as well as waning customer and vendor interest in the program in 2021, online sales were not offered.
18-2-11 (E) Farmers' Market Ordinance	Networking with other Farmers' Markets	Joined state association and Market Manager attended training
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Cancelled due to Covid 19.
18-2-11 (E) Farmers' Market Ordinance	Stone Soup Event	To be held October 30.
18-2-11 (E) Farmers' Market Ordinance	Friends Recruitment Night	Cancelled due to Covid 19.
18-2-11 (E) Farmers' Market Ordinance	Logo redesign	Cancelled due to Covid 19.
18-2-11 (E) Farmers' Market Ordinance	Apple Heritage Festival	Cancelled due to Covid 19.
18-2-11 (E) Farmers' Market Ordinance	Sustainability Event	Cancelled due to Covid 19.
18-2-11 (E) Farmers' Market Ordinance	Online ordering/pickup	Cancelled due to a lack of market staff applicants as well as waning customer and vendor interest in the program in 2021.