

2017 Work Plan for the Farmers' Market Commission Supporting Sustainability

2017 Initiatives and Ongoing Projects

ENABLING LANGUAGE	PROJECT	OUTCOMES	TIMEFRAME	COST (if any)
18-2-11 (E) Farmers' Market Ordinance	Children's Activities	Engage children and parents. Education on sustainability, locally grown produce and farming.	At least once per month	Largely volunteer coordinated with nominal staff personnel costs, Printing and Advertisement <i>(Budgeted under Farmers' Market & Health Department budgets)</i>
18-2-11 (E) 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 2017 season.	No cost
18-2-11 (E) Farmers' Market Ordinance	Pie-baking contest	Community outreach and promoting market products.	July when most of the fruit in season	Largely volunteer coordinated with nominal staff personnel costs, Printing and Advertisement <i>(Budgeted under Farmers' Market & Health Department budgets)</i>
18-2-11 (E) Farmers' Market Ordinance	A Day in Our Village	More community outreach and raising awareness of the farmers' market.	First Sunday in June, 2017	Nominal budget for giveaway items, games, prizes. Staffed by volunteers and commissioners.
18-2-11 (E) Farmers' Market Ordinance	Vendor Survey	Information gathered will improve market operations and improve market for vendors and patrons	November 2017	Staff personnel costs <i>(Budgeted under Farmers' Market & Health Department budgets)</i> Survey Monkey Account, budgeted under Farmers' Market Budget
18-2-11 (E) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donate left-over foods to not-for-profit organizations	Mid May – October	No cost

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18-2-11 (E) Farmers' Market Ordinance	Go Green Days	Allows Village partners and not-for-profits in the green industry to exhibit	First two Saturday's of Market in May	No cost
18-2-11 (E) Farmers' Market Ordinance	Customer Survey	Information gathered will improve market operations and improve market for vendors and patrons	One Saturday Mid-May – October	Staff personnel costs (<i>Budgeted under Farmers' Market & Health Department budgets</i>)
18-2-8 (E) – Farmers Market Ordinance	Farm Inspections	Encourage Village Board to support farm inspections by supporting the budgeting of the farm inspections. Farm inspections will increase the authenticity of the market. Farm inspections will increase the likelihood of vendors selling only what they grow.	January – November 2017	Staff personnel costs, travel costs (<i>Budgeted under Farmers' Market budget</i>)
18-2-11 (E) Farmers' Market Ordinance	Networking with other Farmers' Markets	Commission chair and members to network with other Farmers' Market organizers to learn best practices of other markets.	January – December 2017	Travel costs (<i>Budgeted under Farmers' Market budget</i>)
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Invite local food operators to operate a food demonstration at the Farmers' Market.	Mid-May to October	Environmental Health Staff to review Temporary Food Applications and inspect at Farmers' Market (<i>Budgeted under Health Depart. Budget</i>), Farmers' Market Staff to coordinate food demonstrations (<i>Budgeted under Farmers' Market budget</i>)
18-2-11 (E) Farmers' Market Ordinance	Increase use of social media & other	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	January – December 2017	Farmers' Market, Environmental Health and Communications staff time (<i>Budgeted under Village budget personnel</i>)

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18-2-11 (E) Farmers' Market Ordinance	Corn Roast Event	Commission will sell corn at Farmers' Market, encouraging patrons to visit market and bring in revenue for the Village	August 2017	Corn Roaster Rental (<i>Budgeted under Farmers' Market budget</i>)
18-2-11 (E) Farmers' Market Ordinance	Stone Soup Event	Commission will run this event that encourages patrons to visit Market	October 28, 2017	Environmental Health Staff to review Temporary Food Applications and provide food safety consultation (<i>Budgeted under Health Depart. Budget</i>), Farmers' Market Staff to coordinate rental of cooktop.(<i>Budgeted under Farmers' Market budget</i>)

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ENABLING LANGUAGE	PROJECT	2016 OUTCOMES
18-2-11 (E) Farmers' Market Ordinance	Amended Farmers' Market Ordinance	Worked with Farmers' Market staff, Environmental Health Supervisor and Village Attorney to submit an amendment to the Farmers' Market Ordinance to Village Board. Amendments removed the limitation on the maximum number of meat vendors.
18-2-11 (E) Farmers' Market Ordinance	Children's Activities	Collaboration with local child-oriented businesses, ongoing Treasure Hunt, story time. The Commission had successful partnerships with several local community businesses which supported children's activities on the first and third Saturdays of each month. Participants included Wonder Works, Magical Minds, Oak Park Public Library, the Park District of Oak Park, Musikgarten of Oak Park, Miss Clara's Joyful Learning Center, and Seed Montessori. The commission also provided for two children's activities, seed pots.
18-2-11 (E) Farmers' Market Ordinance	YMCA Vegetable of the Week	The market partnered with the YMCA, which produced a fruit or vegetable of the week recipe card that could be handed out for free to patrons. As part of the relationship, the YMCA attended three markets and gave away wooden recipe card boxes.
18-2-11 (E) Farmers' Market Ordinance	Media Sponsorship	WBEZ promoted the market about a dozen times in exchange for being a guest of the market. WBEZ was a popular guest, giving away reusable tote bags in exchange for contact info.
18-2-11 (E) Farmers' Market Ordinance	Community Outreach	The market hosted several taxing bodies to do outreach at the market, including: Police Department, Village Trustees, District 97, the Board of Health, and Township.
18-2-11 (E) Farmers' Market Ordinance	Vendor Survey	Information gathered was evaluated by market staff and commissioners to improve market operations and improve market for vendors and patrons.
18-2-11 (E) Farmers' Market Ordinance	Food Donations/ Food Rescue	Vendors donated foods nearly every Saturday to the Oak Park River Forest Food Pantry.

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18-2-11 (E) Farmers' Market Ordinance	Go Green Days	Allowed Village partners and local businesses to exhibit green-oriented projects and products at the market. The program was expanded this year to fill up more unused space at the start of the market.
18-2-11 (E) Farmers' Market Ordinance	Customer Attendance	Surveyed attendance at the market four times and learned the average attendance is about 4,900 per market.
18-2-8 (E) – Farmers Market Ordinance	Farm Inspections/Visits	Three farm visits completed in 2016 through September. More visits may be done in 2016.
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	No food demos this season.
18-2-11 (E) Farmers' Market Ordinance	Corn Roast Event	Commission sold more than 900 ears of corn at Farmers' Market, raising more than \$1,451. Corn was donated from The Farm, Nichols, Geneva Lakes, and Genesis and butter from Nordic Creamery.
18-2-11 (E) Farmers' Market Ordinance	Stone Soup Event	Stone Soup is scheduled for Oct. 29. A local restaurant makes the soup with donated produce plus cheese and bread from market vendors. We usually serve about 600 cups.
18-2-11 (E) Farmers' Market Ordinance	Day in Our Village	Commission volunteers staffed a tent, hosted "Guess the Vegetable" game, gave away garden gloves and pencil cases, recruited volunteers and answered market questions.
18-2-11 (E) Farmers' Market Ordinance	Friends Recruitment Night	Commissioner-led a well-attended Friends recruitment night at the Oak Park Public Library in May. Would-be volunteers were given an info sheet and overview of the market and volunteer opportunities.

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Instructions for completing Work Plan

Please follow these instructions to complete your work plan:

Chart One: 2017 Initiatives & On-Going Projects

Column 1: Provide enabling language for your commission by topic. Use exact references only.

Column 2: List your 2017 Initiatives/projects you propose to the Village Board.

Column 3: Indicate what outcomes your project will produce.

Column 4: Indicate the proposed time frame for this project, including one which may be multi-year.

Column 5: If required for your project, indicate your proposed budget for this project.

Chart Two: 2016 Accomplishments

Column 1: Provide enabling language for your commission by topic. Use exact references only.

Column 2: List your 2017 Accomplishments

Column 3: Indicate what outcomes you achieved