

MINUTES OF A SPECIAL MEETING

URBANA'S MARKET AT THE SQUARE ADVISORY BOARD

DRAFT

DATE: March 17, 2016

TIME: 3:00 p.m.

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

MEMBERS PRESENT: Shea Belahi, Paris Blalock, Robert Kleiss, Diane Marlin, Kent Miles, Stan Schutte, Carrie Welter

STAFF PRESENT: Elizabeth Tyler, Community Development Director; Natalie Kenny Marquez, Marketing Coordinator/Director, Market at the Square; Sukiya J. Reid, Recording Secretary; Sterling Bollman, Marketing Intern/Market Staff

OTHERS PRESENT: Debra Cavanaugh-Grant, Jon Cherniss, Leslie Cooperband, Wes Jarrell, Kelly Jo Lamb

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

The Urbana Market at the Square Advisory Board was called to order at 3:00 p.m. by Ms. Marlin. The roll call was taken, and a quorum was declared present.

2. CHANGES TO AGENDA

There were none.

3. APPROVAL OF MINUTES

The minutes of the February 18, 2016 special meeting were reviewed by the Board. With no changes proposed, Ms. Blalock made a motion to approve the minutes. Mr. Miles seconded the motion. All Board members present were in favor of approval and the minutes were unanimously approved as presented.

4. PUBLIC INPUT

Ms. Marlin stated that if anyone wished to speak during this portion of the meeting, they should come up to the table, sign in, and that they would have up to 5 minutes to speak.

Wes Jarel of Prairie Fruits Farm & Creamery spoke on his suggestions to increase the rigor of the application review, and the in-field review of the farms that are representing themselves as local.

Leslie Cooperband of Prairie Fruits Farm & Creamery spoke on some of the comments Wes made on how farmers are selected, and how the Market could work towards greater transparency and assurance to the customer that the farmers who are there are upholding certain standards. She gave some examples of how the Green City Market, a privately-run market in Chicago, has been implementing these types of standards.

Jon Cherniss of Blue Moon Farm spoke on his ideas for the long-term sustainability for the Market. He stated that he feels that the Market Advisory Board should begin voting on any future changes to the Market structure or policies. He presented some of his data regarding trends at the Market over the years.

Kelly Jo Lamb of Piato addressed some of the issues others had brought up regarding food trucks at the Market. Specifically, that food trucks should have to purchase food from the farmers in order to sell at the Market. She stated that she agrees with that idea, and already does that. She also wants staff to look into setting a quota on types of vendors allowed in the Market.

Ms. Marlin thanked everyone for their comments.

5. COMMUNICATION

There was none.

Ms. Marlin announced that the main focus of the meeting was the Market at the Square Strategic Plan exercise, in an effort to update the Strategic Plan. She stated that the meeting would be moving upstairs to the Executive Conference Room where the room was set up for that. She also stated that that part of the meeting was still open to the public so anyone interested would be able to attend, but the participation and actual activity would be limited to the Advisory Board.

6. NEW BUSINESS

- **Market at the Square Strategic Plan- Survey Review**

Ms. Marlin introduced this agenda item. She introduced facilitator, Debra Cavanaugh-Grant of New Leaf Consulting. Ms. Kenny Marquez started off with a quick review of the roles and responsibilities of the Market Advisory Board as a reminder. Ms. Marlin asked that all the Board members review their contact information on the Member Information Sheet for accuracy. She noted that her name was misspelled, and email address was incorrect on the sheet. Ms. Kenny Marquez then referenced the goals and strategies of the Board as outlined in the 2011 Strategic Plan, and summarized the Market at the Square Strategic Plan Survey and results that were discussed the previous month. She then turned the floor over to Ms.

Cavanaugh-Grant, to facilitate the review of the current Market at the Square mission statement and goals. Following discussion regarding the mission statement, Mr. Schutte moved to reaffirm the current mission statement. Mr. Miles seconded the motion. With no further comments or questions from the Board regarding this matter, Ms. Marlin called for a voice vote. All Board members were in favor of approval and the motion carried unanimously.

Ms. Cavanaugh-Grant then moved on to the review of the ten goals from the 2011 Strategic Plan. She inquired if the number of goals could possibly be reduced. A discussion regarding the goals by members of the Staff and Commission ensued. Following discussion, the Board refined the ten goals from the 2011 Strategic Plan into the following seven new draft priorities:

1. Ensure that the provision of a variety of fresh, healthy, local, high quality foods remains the cornerstone of the Market.
2. Enhance the quality of life in Urbana and the surrounding community by providing community activities which foster social gathering and interaction.
3. Promote the Market as an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared foods.
4. Enhance the Market's role in the local food system and the local economy.
5. Consider future growth of the Market and ensure that it remains consistent with the Market's mission and remains as a financially, self-sufficient program of the City of Urbana.
6. Encourage a dynamic, high quality growers Market
7. Promote the inclusion of stakeholders in the decision-making process for the Market

Staff then asked that the Board members review the seven new draft priorities in order to discuss and affirm them at the April 28, 2016 meeting. Staff also recommended that the Board begin to draft a series of initiatives or action steps to work towards achieving the seven priorities.

7. ANNOUNCEMENTS

Ms. Kenny Marquez announced the following:

- **May 7, 2016**
First day of the 2016 market season.
- **November 5, 2016**
Last day of the 2016 market season.

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 5:14 p.m.

Submitted,

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