

MINUTES OF A REGULAR MEETING

URBANA'S MARKET AT THE SQUARE ADVISORY BOARD

DRAFT

DATE: December 18, 2019

TIME: 5:30 P.M.

PLACE: City Council Chambers, Urbana City Building, 400 South Vine Street,
Urbana, Illinois

MEMBERS PRESENT: Diane Cain, Kent Miles, Stan Schutte, Valerie Koress, Maryalice Wu, Hyde Taidghin O'Brien, Molly Oberg

MEMBERS ABSENT: Gary Taylor

MEMBERS EXCUSED:

STAFF PRESENT: Brandon Boys, Economic Development Manager; Bryan Heaton, Market Coordinator; HeatherAnn Hicks-Layman, Program Specialist

OTHERS PRESENT: Kim Campbell, David Saam

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

The Urbana Market at the Square Advisory Board was called to order at 5:31 pm by Wu. The roll call was taken, and a quorum was declared present.

2. APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of the September 18th, 2019 meeting were reviewed by the Advisory Board. With no changes proposed, O'Brien made a motion to approve minutes. Kent seconded the motion. All Advisory Board members present were in favor of approval, and the minutes were unanimously approved as presented.

3. ADDITIONS TO THE AGENDA

There were none.

4. PUBLIC INPUT

Kim Campbell, from Campbell Apiaries, made comment on the length of presentations during Market Advisory Board meetings, and expressed that they should be shorter so meetings are not so lengthy. He also inquired about the current open Advisory Board vacancies.

5. PRESENTATIONS

a. Staff Report

Market Coordinator Bryan Heaton presented the 2019 Market Annual Report. The Advisory Board discussed following the report. Concerns included lower attendance, social media posting, clarification on grant monies, and the upcoming 2020 Market Season advertising budget and plan.

b. 2020 Market Patron Survey

Wu presented the draft 2020 Market Patron Survey questions to the board. She then asked for comments, feedback, and questions regarding the current survey draft. Advisory Board members offered suggestions for gaining social media feedback and other methods of getting a pre-survey out to the community before the 2020 Market Season begins. Wu noted the suggestions and comments, and suggested that more discussion be held during the March 2020 Marketing Meeting.

6. NEW BUSINESS

Schutte asked a question regarding the policy of Advisory Board member attendance. Boys explained it takes an action of the board to remove someone before their term has expired. Wu requested Boys send an email containing the official policy to board members.

7. ADJOURNMENT

O'Brien motioned that the meeting be adjourned and Oberg seconded. With no further business, Wu declared the meeting adjourned at 6:23 P.M.

Submitted,

HeatherAnn Hicks-Layman, Program Specialist