



**MARKET AT THE SQUARE ADVISORY BOARD
MINUTES OF A REGULAR MEETING**

DATE: Wednesday, December 16th, 2020
TIME: 6:00 P.M.
PLACE: Online Zoom Webinar (Web ID: 862 2380 3730)

MEMBERS PRESENT: Diane Cain, Valerie Koress, Eric Lutrell, Molly O’Berg, Hyde Taidghin O’Brien, Maryalice Wu
MEMBERS EXCUSED: n/a
MEMBERS ABSENT: Kent Miles, David Saam, Stan Schutte, Gary Taylor
STAFF PRESENT: Bryan Heaton, Market Coordinator; HeatherAnn Hicks-Layman, Program Specialist; Jason Ligget, UPTV Station Manager; Stepheny McMahon, Interim Supervisor Economic Development Division, Darius White, Economic Development Coordinator
OTHERS PRESENT: There were none.

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

The Urbana Market at the Square Advisory Board was called to order at 5:34 p.m. 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 16th, 2020 meeting were reviewed by the Advisory Board. O’Brien made a motion to approve the minutes. Cain 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

There was none.

5. PRESENTATIONS

a. Staff Report – Market at the Square Coordinator, Bryan Heaton and Program Specialist, HeatherAnn Hicks-Layman

Heaton presented the end of season market report for the 2020 market season. Highlights included a breakdown of the type of vendor participants, overall market attendance, as well as SNAP participation and distributed funds. The full report can be view on the Market at the Square Advisory Board meeting webpage here: <https://www.urbanaininois.us/node/8290>

After the report, Board Member O’Brien asked if a breakdown of SNAP benefits and incentives were available. Heaton read the breakdown from his notes to the Advisory Board as follows:

Distributed Incentives: \$12,032 Redeemed Incentives: ≈ \$11,000

Distributed Benefits: ≈ \$13,000 Redeemed Benefits: ≈ \$12,000

Board Member Wu asked what the average number attendees had been over the last few years of the market, and how did it compare to the approximately 65,000 market attendees counted for the 2020 season. Heaton commented that overall the market attendance was down about 20% for the 2020 market season. From his notes the 2019 market had approximately 3,042 attendees per week. Wu then asked for the results of an informal survey taken of the market vendors and how they felt their sales were impacted by the estimated 20% less market attendees. Heaton responded that an informal survey of the vendors showed the majority of 2020 market vendors felt their sales were up or better than expected compared to previous seasons. Wu requested a one sheet summary of the end of season report and survey to share with the Advisory Board and City Council.

Hicks-Layman presented a social media overview for the 2020 market season. This report included a breakdown of all activity for the 2020 market season on social media platforms Facebook, Instagram, and Twitter. Hicks-Layman also put forth social media goals for the 2021 market season. The full report can be viewed on the Market at the Square Advisory Board meeting webpage here: <https://www.urbanaininois.us/node/8290>

After the presentation, Board Member O’Brien mentioned that IP addresses can show from another country, but that doesn’t necessarily mean the person is viewing the market’s social media or webpage from that country. He also announced that there will be a universal SNAP and WIC incentives fund to be implemented during the 2021 market season.

6. NEW BUSINESS

There was none

7. ADJOURNMENT

Before adjournment Wu asked Darius White, Economic Development Coordinator to introduce himself to the Advisory Board, a brief introduction was made. Wu then asked for a motion that the meeting be adjourned. Koress made the motion, O'Brien seconded. With no further business and no objection, Wu declared the meeting adjourned at 5:58 p.m.

Submitted,

HeatherAnn Hicks-Layman, Office Specialist

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