

NOTICE OF MEETING

URBANA'S MARKET AT THE SQUARE ADVISORY BOARD



DATE: THURSDAY, OCTOBER 20, 2016
TIME: 4:00 P.M.
PLACE: URBANA CITY BUILDING
CITY OF URBANA COUNCIL CHAMBERS
400 SOUTH VINE STREET
URBANA, IL 61801

AGENDA

1. CALL TO ORDER, ROLL CALL, AND DECLARATION OF QUORUM
2. CHANGES TO THE AGENDA
3. APPROVAL OF MINUTES OF PREVIOUS MEETING
4. PUBLIC INPUT
5. COMMUNICATION
 - a. Staff Report
6. NEW BUSINESS
 - a. Market at the Square Strategic Plan Update (cont'd)
7. ANNOUNCEMENTS
8. ADJOURNMENT

The next regularly scheduled meeting: Thursday, January 19, 2017 from 4-5 p.m. in the City of Urbana Council Chambers.



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Administrative Division

Urbana's Market at the Square Staff Report October 20, 2016

Prepared by Natalie Kenny Marquez, Director, Market at the Square

Introduction

The following Market at the Square Staff Report describes activities of Urbana's Market at the Square. The report includes information regarding projects which are in progress, recent requests and recommendations from the public, staff activities, and upcoming events.

- **SNAP/EBT and WIC Update**

- The Market Director and Beth Bolger from Farm Credit Illinois made a presentation to the USDA Midwest region on the success of the SNAP program during the 2016 market season. A copy of that presentation is attached.

- **Illinois Farmers Market Association**

- Market Staff are hosting a workshop on November 8th for farmers market vendors and managers at the Lake House at Crystal Lake Park in Urbana. The event runs from 8 a.m. to 2 p.m. and registration is \$40 for members and \$60 for non-members. There will be 5 student scholarships available. Registration is available by visiting <http://ilfarmersmarkets.org>. Please pass along to anyone that might be interested in attending.

- **Farmers Market Visits**

- The Market Director was invited to visit three farmers markets in Illinois. Locations included Green City Market in Chicago, Downtown Bloomington, and the Abraham Lincoln Memorial Hospital (ALMH) Farmers Market in Lincoln. The Market Director had the opportunity to meet with Market staff, speak with vendors, learn more about their application process, rules and regulations, and how they work to better balance their product mix.

- **Promotional Events**

- Urbana's Market at the Square participated in the Central Illinois Eat Local Challenge which took place during the month of September. Participating farmers markets included: Springfield, Lincoln, Peoria Riverfront, Bloomington, Champaign and Urbana. The program participants are currently reviewing the success of the program through a survey and testimonials by participants and through social media activity. The Market Director will have more to report after the review is complete.
- Market Staff attended the Hobbico annual health fair on September 21st to present

information about local food and the farmers market.

- Market at the Square staff are planning activities for the October 29th farmers market titled MARKET AT THE SCARE. Activities include: costume contest, trick-or-treating, and a chili cook-off between City of Urbana fire, police and public works departments. An event flyer is attached.
- **Programming**
 - “Read at the Market”, “Bike to Market”, “Art at the Market”, and “Sprouts at the Market” have been very successful so far this season. In addition, chef demonstrations have been added to the programming line-up at the farmers markets and have been very well received.
 - Farm Fresh & Fast has continued in 2016 with 27 new recipes, one launched each week. Each recipe is easy to prepare, features seasonal ingredients, and comes in at just a few dollars per serving. Each recipe is cooked by the Market Director and Maria Ludeke of Creative Health on WCIA News Channel 3’s afternoon lifestyle program, ciLiving. Copies of the recipe cards are available at the information tent and electronically at the Market website, www.urbanaininois.us/market.
- **Misc**
 - The Market Director took part in a survey being conducted through the Gretchen Swanson Center for Nutrition in Nebraska. The Center was called upon by a consultant in Michigan working with Detroit’s Eastern Market to review SNAP trends across farmers markets in the Midwest region.
- **2017 Planning**
 - The planning process for the 2017 farmers market season is already underway! Market staff has started compiling feedback and ideas to consider while making arrangements for the 2017 farmers market season. Based on feedback from the Market at the Square Advisory Board, Market staff is considering dates for a post-season wrap-up meeting as a way to help plan for the 2017 season. A request for meeting availability will be emailed to the Advisory Board once the season has concluded.

URBANA'S MARKET AT THE SQUARE

SNAP PROGRAM

Presented by:

Natalie Kenny Marquez, Director of Urbana's Market at the Square - City of Urbana

&

Beth Bolger, Industry Engagement and Event Manager - Farm Credit Illinois

URBANA'S MARKET AT THE SQUARE

A mainstay of Urbana since 1979

Urbana's Market at the Square is a program of the City of Urbana. The 27-week season runs from the first Saturday in May through the first Saturday in November from 7 a.m. to noon, rain or shine. This producer-only farmers market averages 80 vendors per weekend and attracts an estimated 4,500 visitors per Saturday. All products are either grown or made in Illinois.



FOOD ACCESS

SNAP AT THE FARMERS MARKET

SNAP program established in 2011

Urbana's Market at the Square began a SNAP program during the 2011 season thanks to support from the City of Urbana and LINK Up Illinois, a program of Experimental Station. The program was launched as a way to expand access to healthy, locally produced produce, meat, dairy, honey, bread and more. Visit www.urbanaininois.us/marketscratch to learn more and watch a video about our SNAP program!

SNAP DISTRIBUTED BY THE NUMBERS

2011

SNAP dist = \$8,450
SNAP DV dist = \$5,770
TOTAL: \$14,229

2012

SNAP dist = \$11,714
SNAP DV dist = \$6,155
TOTAL: \$17,869

2013

SNAP dist = \$10,327
SNAP DV dist = \$4,000
TOTAL: \$14,327

2014

SNAP dist = \$7,818
SNAP DV dist = \$0
TOTAL: \$7,818

2015

SNAP dist = \$10,077
SNAP DV dist = \$5,337
TOTAL: \$15,414

\$19,114

Total dollars distributed in 2016 and there are **still 4 Market days** left in the season!.

2016...SO FAR

As of October 8th, Urbana's Market at the Square has distributed \$10,083 in SNAP and \$9,031 in SNAP DV. With four Saturdays remaining in the season, the Market will surpass \$20,000 in funds distributed during the 2016 season, making this the Market's most successful year for the SNAP program to date.

2016 PARTNERS



FARM CREDIT



A hand is shown holding several circular wooden tokens. The tokens feature a green logo of a person carrying a basket and the text "LINK eligible foods only NO CHANGE" and "MARKET THE SQUARE". The background is filled with fresh produce, including a large pile of red radishes, leafy greens, and potatoes. A payment terminal is visible in the lower center of the image.

URBANA'S MARKET AT THE SQUARE

"Creating community around food."

THANK YOU

URBANAILLINOIS.US/MARKET



MARKET AT THE SCARE

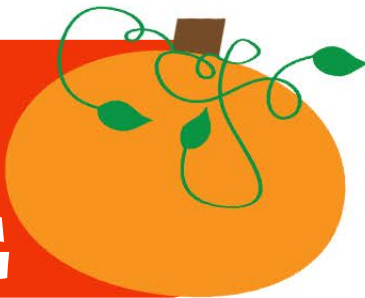
at Urbana's Market at the Square

SATURDAY

OCTOBER 29, 2016

7 AM TO NOON

NO-CARVE PUMPKIN DECORATING



ALL MORNING:

Purchase a pumpkin from your farmer friends, bring it to the main entrance, and let your creativity flow! The market provides (for free) all the art and craft supplies you'll need to create a masterpiece.

COSTUME CONTEST



ALL MORNING:

Children and adults are encouraged to enter the costume contest! Stop by the Market tent in a family-friendly costume to enter the contest. A winner will be announced by social media at the conclusion of the market day and contacted to pick-up their prizes!

TRICK -OR- TREAT



ALL MORNING:

Visit your favorite Market vendors throughout the market day for tricks and treats! Many vendors will feature both edible and non-edible treats sure to please all the ghouls and goblins!

URBANA CHILI COOK-OFF



9:30 a.m. to noon (or until it runs out!):

Urbana Fire, Police and Public Works Departments battle in a chili cook-off featuring ingredients sourced by the growers at Urbana's Market at the Square. Vote for your favorite chili by leaving \$ in the department's jar - all proceeds to benefit the department's charity of choice.

presented by:



Christopher N. Jordan, DDS, MSD, PC
2920 Crossing Court, Champaign, IL 61822
(217) 359-1911

**GET ALL THE DETAILS AT:
URBANAILLINOIS.US/MARKET**

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

memorandum

TO: Urbana's Market at the Square Advisory Board

FROM: Natalie Kenny Marquez, Director, Market at the Square

DATE: October 20, 2016

SUBJECT: 2016 Market at the Square Strategic Plan Update - Continued

Background

The Community Development Services Department completed a strategic planning process for the Market in 2011. This effort was in response to the Urbana City Council's goals to incorporate the Market as part of the City's environmental sustainability and economic development goals and in response to community interest in the future of the Market. A Steering Committee of stakeholders was recruited to help guide the planning process. As part of the effort during the data gathering stage, the City conducted extensive outreach, including several public meetings, a survey, and an open house. The Steering Committee studied the history of the Market as well as recent trends and issues. From this information, a mission statement for the Market was developed and a set of goals and implementation strategies were formulated. The Market at the Square Strategic Plan was approved in late 2011 and many of its recommendations have been implemented, including the formation of the Market at the Square Advisory Board.

Update

Now at the five-year mark, it is an appropriate time to undertake a review and update of the goals and implementation strategies as outlined in the 2011 Market at the Square Strategic Plan. A survey was implemented the first full week of January 2016 in order to gain feedback on the Market's current strategic goals and to determine if they are still relevant and whether there are new goals that should be pursued. The survey was directed to past and present Market at the Square vendors, community groups, and patrons. The survey closed on January 28, 2016 and over 300 responses were received. The survey results were shared with the Market at the Square Advisory Board and discussed at the February 18, 2016 special meeting.

At the March 17, 2016 Special Meeting, the Market at the Square Advisory Board was joined by a facilitator, Deborah Cavanaugh-Grant of New Leaf Consulting, to review the current Market at the Square mission statement and goals. The Market at the Square Advisory Board members affirmed the Market at the Square mission at this meeting, and proceeded to refine the 10 goals from the 2011 Strategic Plan into seven, new draft priorities.

At the March 17, 2016 Special Meeting, staff asked that the Market at the Square Advisory Board members review the seven new draft priorities. Those priorities were then affirmed at the April 28, 2016 meeting. A copy of the affirmed priorities is attached.

At the April 28, 2016 meeting, the Market at the Square Advisory Board began to draft a series of initiatives or action steps as the means to work towards achieving the seven priorities in July 2016. To continue the process of drafting these initiatives, the attached draft document outlines the seven priorities, notes the initiatives discussed by the board at the April 28th meeting, and offers additional space to add initiatives as they were discussed at the July 28th meeting.

The October 20th meeting will be devoted to continuing discussion on the initiatives and working towards concluding the Strategic Update in early 2017.

Recommendation

Staff recommends the following timeline to complete the Strategic Plan Update:

- March 2016: Affirmed mission
- April 2016: Affirmed strategic priorities
- July 2016: Discussion of initiatives
- October 2016: Continue discussion of initiatives with input provided to Market at the Square Advisory Board members by fellow Market at the Square vendors
- January 2017: Affirm Market at the Square Strategic Plan 2016 Update

Urbana's Market at the Square
Strategic Plan Update 2016

Mission *(affirmed by Advisory Board at March 17th meeting):*

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

Strategic Priorities *(affirmed at April 28th meeting):*

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 about the uses and benefits of quality, locally grown and/or prepared foods.
4. Enhance the Market's role in the local food system, vendor profitability, and in the local economy.
5. Consider the future growth of the Market and ensure that the Market remains consistent in its 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.