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WORKSESSION AGENDA
CITY OF CREVE COEUR
CITY COUNCIL MEETING
300 N NEW BALLAS ROAD
Wednesday, April 09, 2014
5:00 PM

CALL MEETING TO ORDER

ROLL CALL

DISCUSSION ITEMS

1. **Farmer's Market**.
   Summary: City Staff will brief the Council on the status of the Farmer's Market and is seeking general direction based on the challenges facing the proposed market in 2014.

2. **2014 Citizen Survey**.
   Summary: Staff is working with ETC Institute for development of our triennial citizen survey, to be conducted in May. Staff will like to discuss potential survey topics with the City Council.

Pursuant to Section 610.022 RSMo., the City Council could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. And/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.

Posted: _____ posted 4/7/2014 5:35 pm
Deborah Ryan, MPCC
City Clerk

INTEROFFICE MEMORANDUM

Date: April 4, 2014

To: Mark Perkins, City Administrator
From: Kirsten Barnes, Director of Recreation
Theresa Bradshaw, Public Information Officer
Subject: Farmer's Market Status

As the initial launch date of the Creve Coeur Farmers Market approaches, we wanted to provide an update of the market status.

Upon approval to move forward with the market, staff began to seek out a Market Manager. Staff conducted interviews in late October without finding the right candidate and continued to search via job postings on the City website, state parks and recreation website, sent to various human resource organizations and reaching out to other markets. As the end of January neared, staff was asked to make one more attempt to find a market manager, and a manager was secured from the new round of applicants in late February.

Although the search for vendors began late, the Market Manager brought both experience and education as well as ties to the farming community that he was able to capitalize upon to begin gaining commitments from farmers. Most of the large farms had already committed for the season, so he continued to work toward finding other vendors. In the meantime, we continued to work with the school to finalize schedules, build promotional materials, secure entertainment and speak with residents about the upcoming market. Parkway also assigned a teacher from Northeast Middle School to assist with promoting the market through the school late last month.

On Sunday, March 30, staff hosted a meeting with the vendors at Dielmann Recreation Complex that included a visit to the site. After the meeting, the final count of vendors included three meat and poultry vendors, a plant vendor, Grandma's Nuts, handmade jewelry, organic dog biscuits, urban photography and one produce vendor. There were five additional vendors who had verbally committed but who are no longer interested.

- The spice merchant and handmade soap vendors have not returned signed contracts or submitted payment.
- The large produce farmer who had signed on and paid his fee stated he could not commit to the market and asked for a refund because he felt spread too thin; upon more conversations, he said he would agree to do the first month as long as he was not charged, and he would continue beyond that if it was financially beneficial for him to do so.
- Of the three smaller produce vendors who had verbally committed, two have decided they cannot commit to the market, and the third is a first-year farm who is not sure how much he will have to sell. In the event that the large vendor were

to pull out after the first month, this would leave us with one very small produce vendor.

- We have also contacted the plant vendor about possibly working with some of his peers to sell their produce at his booth, but he has not gotten a commitment from the other farmers yet.

This past week, the Market Manager, Recreation Supervisor and Recreation Director have worked extensively to contact farmers again and seek additional vendors; no additional produce vendors have committed.

Over the course of the spring, University City has also announced that they will be starting a market. We have also gotten word that the Delmar Loop Market is reinvigorated as they begin to secure farmers who had been selling at the Clayton Market on Saturday mornings (which has moved to Thursday nights). Additionally, North City Farmer's Market sent out a call for additional produce and fruit vendors via email today as they are also struggling to fill that niche.

At this point in time, the market is going to be extremely small. It would be similar in size and offerings as the Ellisville Market which, although established, has grown very little since the first year.

It is our recommendation that a decision be made by Council regarding continuing to move forward with the Market for a May 3 launch or delaying the market until 2015. While we feel confident that we can get people to the market, the assortment of vendors may not be adequate to keep them coming back week after week. Additionally, the expenditures for labor, marketing, supplies and facility use incurred will be significant in proportion to the event size. What was acceptable when the market realistically could attract several hundred people a week may be less attractive when it attracts only a small portion of that number. Delaying will give the Market Manager the chance to work beginning in the fall to secure farmers and improve the base for the market.

2011 Citizen Survey Respondent Tel # _____ Questionnaire I.D. # _____

Hello, I am (give your name) and I am conducting an opinion poll for ***THE WARREN POLL***, a polling organization hired by the City of Creve Coeur to obtain citizen opinions on matters concerning Creve Coeur. Your phone number, not identified with your name, was selected randomly. Are you an adult resident (i.e., 18 years or older) living in Creve Coeur? _____ Yes ____No
(Interviewer Note: If "no", ask to speak to an adult or call back when one will be at home. If this is not a Creve Coeur telephone number, go to another number.)

Let's start with a few general questions

1. How long have you lived in Creve Coeur?
___Less than 1 year ___4-6 years __11-20 years
___1-3 years ___7-10 years __Over 20 years

2. In general, how would you rate Creve Coeur as a place to live?
___Excellent ___Good ___Fair ___Poor

3. Overall, how would you evaluate the quality of services provided by the City of Creve Coeur?
___Excellent ___Good ____Fair ___Poor

4. In general, how would you rate your treatment by city employees?
____Excellent ____Good ___Fair ___Poor

Please rate the following city services as "Excellent", "Good", "Fair", or "Poor".

	Excellent	Good	Fair	Poor	N/A
5. Park Maintenance					
6. Street Repair					
7. Limb Chipping					
8. Leaf Vacuuming					
9. Snow Removal					
10. Police Services					
11. Parks and Recreation					
12. Building Permits And Inspections					
13. Municipal Court					
14. City Newsletter					

Turning to a few questions on trash collection and recycling

15. How satisfied are you with the city's current trash pick-up service?
____ Very Satisfied ____ Satisfied ____ Dissatisfied ____ Very Dissatisfied

16. How satisfied are you with the city's current recycling program?
____Very Satisfied ____Satisfied ____Dissatisfied ____Very Dissatisfied

17.. Are you aware that rear yard trash pick-up is currently available to all single family homes at no fee?
____Yes ____ No

18. Do you place your trash at the rear or at the curb? ____Rear ____Curb

19. Knowing that rear yard trash service is more costly than curb side trash service and that the city may not be able to continue free rear trash service indefinitely, how important is it to you that free rear yard trash service is continued?
____ Very Important ____Important ____Unimportant ____Very Unimportant

20. How often do you participate in the curb side recycling program?
___Weekly ____ Every Other Week ____Monthly

21. To the best of your recollection, how many times, if ever, was your trash or recycling not picked up in the past year?
____ Always picked up ____ 1-3 times ____ 4-6 times ___ 7-10 times ____ 11 or more times

Turning to a few questions on communications

22. How would you rate the job the city is doing in keeping residents informed about important issues?
____Excellent ____Good ____Fair ____Poor

23. How would you rate the city in keeping the residents informed about the city's finances?
____Excellent ____ Good ____ Fair ____Poor

24. How often would you say you read the city's newsletter?
___Every month ___A few times a year ___Never

25. Would you prefer to receive the city's newsletter by e-mail or by mail?
____By e-mail ___By mail

26. What social media outlet do you use the most, if any, to communicate or gain information about current events?
____None ____ Face book ____Twitter ____Other _____(Please specify)

Now turning to a few questions regarding community development:

27. City ordinances contain standards for the condition of residential properties. How would you rate the city's enforcement of exterior property maintenance?
___Too strict ___About right ____Not strict enough

28. Immediately north of Creve Coeur, a large area of unincorporated St. Louis County exists, consisting mainly of residential properties. How supportive would you be of Creve Coeur annexing this area if it came at no cost to the city?
___Very supportive ____ Supportive ____ Unsupportive ____ Very Unsupportive

29. Many cities in the St. Louis metropolitan area require occupancy permits for single family homes, at varying fees, to ensure code compliance before the new occupants can move in. Do you believe that the City of Creve Coeur should require such permits?
____ Yes ____ No ____Undecided

Turning to a few questions on parks

30. How many times have you visited one of the city's parks in the last two years?
____None ____1-4 times ____ 5-9 times ____10 times or more

31. The City of Creve Coeur owns a 9-hole golf course located at 11400 Olde Cabin Road. As a result of operating losses, the city subsidizes the golf course at an average cost of about $186,000 annually or a little more than 1% of the city's operating budget. Knowing this, do you believe the city should continue to subsidize the golf course in the future?
____Yes ____ No ____Undecided

32. From time to time the city has explored the idea of building an indoor recreation facility that could include such amenities as a swimming pool, weight room, aerobic room, indoor track and space for seniors and teens. Missouri communities are allowed to pass up to a one-half-cent sales tax for parks and recreation programs and facilities. Knowing this, how likely would you be to vote in favor of a new one-half-cent sales tax to construct such a new indoor recreation center?
____Very Likely ____Likely ____Unlikely ____Very Unlikely

33. If you could propose only <u>one</u> thing to improve city parks, recreation facilities, equipment or services, what would it be?
_____
_____
_____

Turning to a few questions on your Police Department:

34. How safe would you feel walking alone in your neighborhood during the day?
__Very Safe __ Reasonably Safe __Neither Safe/Nor Unsafe __Somewhat Unsafe __Very Unsafe

35. How safe would you feel walking alone in your neighborhood after dark?
__Very Safe __Reasonably Safe __Neither Safe/Nor Unsafe __Somewhat Unsafe __Very Unsafe

36. Have you had any contact with the Creve Coeur Police Department in the last 3 years?
____Yes ____ No

(Interviewer Note: Skip to Question #41 if respondent answered "No" to Question #37.)

37. What type of contact have you had with the Creve Coeur Police Department during the past 12 months?
____ Reported of a crime (burglary, domestic violence, assault, etc.)
____ Traffic stop
____ Criminal arrest
____ Crime prevention or safety promotion program
____ Police assistance (motorist assist, response to an alarm, etc.)
____ Other (please specify) _____

38. Please rate the quality of your contact with the police officer.
____Excellent ____Good ____ Fair ____ Poor

39. If you had contact with a police dispatcher in the past 12 months, was the dispatcher:
____Very courteous ____Courteous ____Discourteous ____Very Discourteous ____Had no contact

40. If you could recommend just one thing the city's police department could do to improve its service, what would it be? _____

41. Do you support the city's use of red light cameras at signalized intersections in Creve Coeur?
____Yes ____ No ____Undecided

So we can plot citizen opinion by various demographical categories, we need your help on the remaining few questions.

42. Could you please indicate the number of people in your household, including yourself?
___One ___Two ___Three ___Four ___Five ___Six ___Seven or more

43. Could you please indicate your general age category?
___Under 30 ___30-44 ___45-65 ___Over 65

44. Could you please give a general estimate of your yearly gross family income?
____Under $50,000 ____$100,000-$149,999
____$50,000-$74,999 ____$150,000-$200,000
____$75,000-$99,999 ____Over $200,000

45. If you know for sure what city Ward you live in, please tell me: Ward #_____. If you do not know your Ward, please tell me your trash day since your trash day is determined by ward. Your trash day is _____. If you do not know your ward or your trash day and you live in a multi-family complex, could you please tell me the name of your multi-family complex? _____
_____.

46. **(Interviewer Note: Don't ask, just indicate respondent's gender.)**
____Male ____Female

Thanks for your time and courtesy. The poll's results will be posted on the city's Website upon completion. If you would like to discuss any aspects of the survey, please contact the Office of the City Administrator (314-872-2511) or Dr. Warren, President of *The Warren Poll*. (314) 977-3036 (office): e-mail *The Warren Poll* at warrenkf@slu.edu.