WORK SESSION MEETING
AGENDA
CITY OF CREVE COEUR
CITY COUNCIL
300 NORTH NEW BALLAS RD
NOVEMBER 10, 2014
6:00 PM

CALL TO ORDER

ROLL CALL

DISCUSSION ITEMS

1. **Farmer's Market Review**
   Summary: Staff will review the 2014 Farmer's Market and discuss plans for 2015.

2. **CALEA Recertification**
   Summary: Representatives of the Commission of Law Enforcement Accreditation (CALEA) will be present to discuss CALEA and the recertification process for the Creve Coeur Police Department.

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 11/6/2014
Deborah Ryan, MPCC
City Clerk

City Council
300 North New Ballas Rd
Creve-Coeur, MO 63141

Debbie Ryan
City Clerk
(314) 872-2517
www.creve-coeur.org/

Meeting: 11/10/14 06:00 PM
DOC ID: 1141

DISCUSSION ITEM (ID # 1141)

Farmer's Market Review

INTEROFFICE MEMORANDUM

Date: November 5, 2014

To: Mayor Barry Glantz & Creve Coeur City Council
CC: Mark Perkins, City Administrator
From: Kirsten Barnes, Director of Parks & Recreation
Subject: 2014 Farmers Market Notes

As the inaugural season of the Creve Coeur Farmers and Artists Market comes to an end, we are excited to look back at the 2014 season and begin to look ahead to 2015. Below are some of the staff takeaways from 2014 as well as some ideas for 2015.

Overview
Driven by several Council members and with some community support voiced at the For the Love of Creve Coeur event in June 2013, staff and Council began researching the possibility of beginning a farmers market in Creve Coeur to provide residents with access to fresh, locally produced foods. General research regarding market viability, review of other area markets, and meetings with regional market managers helped shape the framework of information presented to City Council in the fall of 2013, and approval was granted to move forward to find the right location and part-time staff to launch the market in 2014.

Despite a late start, the market successfully opened on Saturday, May 3 at Parkway Northeast Middle School (or PNEMS) with several produce farms, meat, poultry, and pork vendors, farm fresh eggs, and local artisans. The size of the market created a quaint atmosphere that allowed market goers to get to know the vendors and experience the variety of products available.

The Market ran at PNEMS every Saturday from May through October, and has since moved indoors at Dielmann Recreation Complex. The market will proceed on the first Saturday of the month through the winter.

Advertising
A variety of advertising for the market was used to help spread the word. In addition to regular articles regarding the market beginning the fall of 2013 and throughout the market season, advertisements in two (2) local publications as well as an appearance at the April 2014 Earth Day event in Forest Park helped spread the word. Signage was also placed throughout the City, and additional signage was added several weeks into the season on the PNEMS property.

The market also launched a Facebook page with has amassed almost 1500 followers through October 31. Weekly posts, posts on market days, and promoted posts and events helped drive traffic to the market and spread the word about market happenings. Finally, market information was also included on the other City social media sites including the City Facebook and Twitter pages and the Parks and Recreation Facebook Pages.

Attachment: ws Memo, Farmers Market Work Session - 110514 (1141 : Farmer's Market Review)

Vendors
Although the market began slowly, each week averaged 12-15 vendors by the end of the season including produce, meats, poultry, eggs, honey, spices and teas, canned goods, coffee, and non-food items such as flowers and plants, jewelry and accessories, photographs, handmade cards, and bath and body products.

Because of the slow start to the market, an offer was extended to the produce vendors to have a booth at the market at no charge. This was appealing to both small and large farms and was also necessary as produce is often the primary reason shoppers attend the market. Booths were also offered to vendors from the Ferguson Market during the month of October when that market took a break before transitioning to their winter market.

Community Impact
If the goal of the market was to provide access to fresh, local foods, that goal was most certainly reached. As many of you know, the quality of produce and other products, although priced slightly higher than at a traditional grocer, was superb. Although crowds were not always bustling, a vast majority of the market goers were truly there to purchase items, and few were seen leaving without something purchased.

Market goers often told us that they had walked to market or were meeting friends for Saturday morning shopping. Other shoppers came from as far away as Collinsville to attend a special event or traveled specifically to Creve Coeur to pick up their meats and produce from their favorite vendor. Teachers from the school saw students and their families there thus strengthening their connection to one another. Finally, the market became a place for dissemination of information about City events, and connections between residents and staff from Recreation, Police, Public Information, and even elected officials were created.

A variety of events was also held at the market. Some were simply positive ways to attract people to the market including the Frozen Market which included a visit from two popular princesses and drew the largest crowd of the season. Others were ways to connect the community to one another such as Kids Appreciation Day where market goers got to interact with Police and Public Works personnel as well as members of the Creve Coeur Fire District. Donations of school supplies and bicycles were included, and performances from the PNEMS Show Choir, Parkway Step Team, and more brought local families to the market.

Staff Impact
As discussed during the research stage, farmers markets require a commitment of staff resources. In addition to the part-time Market Manager, the Public Information Officer, Director of Recreation, Recreation Supervisor and even other part-time staff were involved in a variety of ways. From creating marketing pieces and managing social media to being on site at the market for various events, an average of five to seven

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hours weekly throughout the market season was spent by full-time staff on the market (estimated 150+ hours of full-time staff time).

Direct Revenues & Expenses (January 1 – October 31, 2014)

- **Total Expenses: $12,246**
  - Labor: $8120
  - Advertising: $2276
  - Events: $603
  - Supplies (Signage, Tents, etc.): $1247
- **Total Revenues: $5380**
  - Sponsors: $2200
  - Vendors & Friends of the Market: $3180
- **Net Loss: $6866**

Thoughts & Ideas for 2015

- Based on 2014 attendance, adjust calendar to begin Mother's Day Weekend and end the second weekend of October.
- Visit all of the farms and/or vendors throughout the off-season (or during the season for new vendors).
- Increase event offerings so that there is something happening weekly. Although this will increase overall expenses, it will help the market become a true "destination" for families on Saturday mornings.
- Work with the school to get student groups involved weekly. This will both increase the connection with the school district and draw those families to the market.
- Showcase one (1) vendor weekly through social media and on the City's YouTube channel.
- Require all vendors to provide signage with their name or provide it for them at an additional cost.
- Assign vendors spots so that they are in the same spot each week to allow shoppers an easy way to find them as the market grows.
- Promote scouting badges more aggressively to introduce families to the benefits of the market.
- Research SNAP (i.e. food stamps) and determine if the market should pursue being an authorized SNAP vendor.
- Consider institution of citizen committee that can focus on value-added activities and events at the market. These could include weekly recipes based on seasonal food availability, volunteering to assist with special events, conducting scouting badge activities, or hosting special groups and sponsors at the market.
- Review the market site for 2015.

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DISCUSSION ITEM (ID # 1142)

CALEA Recertification