



# Request for City Council Committee Action from the Neighborhood and Community Relations Department

**Date:** April 2, 2013  
**To:** Council Member Lisa Goodman, Chair, Community Development Committee  
**Subject:** **Fulton Farmers Market Neighborhood Priority Plan**

**Recommendation:**

1. Approve the Fulton Farmers Market Neighborhood Priority Plan;
2. Authorize the appropriate City officers to enter into any contracts or agreements necessary to implement this request.

**Previous Directives: None**

**Department Information**

Prepared by: Stacy Sorenson, Neighborhood and Community Relations Department
Approved by: David Rubedor, Neighborhood and Community Relations Director _____
Paul Aasen, City Coordinator _____
Presenters in Committee: David Rubedor

**Financial Impact**

Funds necessary to implement this Neighborhood Priority Plan are already included in the Community Participation Program allocation to the Fulton neighborhood.

**Supporting Information**

The Community Participation Program (CPP) guidelines state that the goal of Neighborhood Priority Plans is to identify major initiatives for the neighborhood organization, and to communicate neighborhood priorities to the City and other jurisdictional partners. Neighborhood Priority Plans must be developed and adopted through a thorough neighborhood participation process. A plan identifies preliminary neighborhood priorities and potential partners. The plan can identify, preserve and build on the existing assets and positive qualities of a neighborhood, or identify opportunities or problems to be addressed. Plans can be as simple or as comprehensive as the neighborhood organization desires, covering a single issue,

or several. These plans can be used as a way to focus discussion and marshal resources to deal with neighborhood issues or plan for improvements.

In its first Neighborhood Priority Plan, the Fulton Neighborhood Association (FNA) proposes to provide support to the Fulton Farmers Market. The Fulton Farmers Market opened in May 2011 and is located at the corner of Chowen Avenue South and 49th Street West. It is the sister market to the successful Kingfield Farmers Market. The market strives to provide fresh, local produce options to the residents of the neighborhood and all of southwest Minneapolis. Since its beginnings, the market has offered produce, prepared food, weekly musical entertainment by local musicians and community resources from a variety of agencies. Recent additions to the market include a weekly children's story time and a free lending library. While the market was well-utilized by residents of many different neighborhoods in 2011, a participation and sales volume drop-off was observed in 2012. FNA speculates that this was due mainly to a lack of visibility/marketing and the opening of another market only a few blocks away.

FNA proposes using a portion of its CPP funds to assist the market with promotion and with further engaging the community. Possible activities include, but are not limited to, standard and innovative marketing techniques such as banners, child-designed yard signs, interactive art projects that "build" throughout the summer, and a larger scale object that is an attention draw. The Kingfield Farmers Market will be a funding partner in these efforts, and it is anticipated that this project will allow FNA to solidify the image and presence of the market in the community.

The proposed Fulton Farmers Market Neighborhood Priority Plan was discussed at multiple neighborhood meetings and was broadly publicized throughout the neighborhood. On February 13, both the Fulton community and the FNA board voted to approve this Neighborhood Priority Plan.

### **Priority Plan Review**

On March 19, 2013 the NRP Policy Board reviewed and approved the Priority Plan.

In accordance with the draft policy on *Preparation and Processing of Neighborhood Priority Plans* (presented to the NRP Policy Board on February 19, 2013, and currently out for neighborhood review), the Fulton Farmers Market Neighborhood Priority Plan was sent to jurisdictional staff for review prior to the neighborhood's approval. Gayle Prest (Sustainability), Jane Shey (Homegrown Minneapolis) and Kristin Klinger (Health) all provided comments (attached) supporting the approval of this plan.

The Minneapolis City Attorney's Office has reviewed this plan reviewed by the Minneapolis City Attorney's Office and found it to be an eligible use of NRP funds.