



**Request for City Council Committee Action  
From the Department of Health & Family Support**

**Date:** March 23, 2011

**To:** PUBLIC SAFETY, CIVIL RIGHTS & HEALTH COMMITTEE  
**Referral to:** WAYS & MEANS/BUDGET COMMITTEE

**Subject:** CONTRACT WITH BLUE CROSS BLUE SHIELD TO ACCEPT A  
GRANT FOR FARMER'S MARKET SERVICES

**Recommendation:**

Council authorization for the proper City officials to:

1. contract with Blue Cross Blue Shield to accept revenue of not more than \$50,000 for program expenses related to the Electronic Benefits Transfer (EBT) and Market Bucks programs at four Minneapolis farmers markets, and
2. increase both the revenue estimate in fund/department 01600-8600130 (revenue code 372001) and the 2010 appropriation in fund/department 01600-8600130 by not more than \$50,000.

**Previous Directives:** None

**Prepared or Submitted by:** Becky McIntosh, Director of Planning & Administration  
Phone: x2884

**Approved by:**

\_\_\_\_\_  
Gretchen Musicant, Commissioner of Health

**Permanent Review Committee (PRC):** Approval \_\_\_\_ Not Applicable X

**Policy Review Group (PRG)** Approval \_\_\_\_ Date of Approval \_\_\_\_ Not Applicable X

**Presenters in Committee:** Kristen Klingler, Coordinator, Coordinator, Communities Putting Prevention to Work

**Financial Impact (Check those that apply)**

X Action requires an appropriation increase to the \_\_\_\_ Capital Budget or X Operating Budget.

X Action provides increased revenue for appropriation increase.

**Background/Supporting Information Attached**

In 2010, MDHFS funded the establishment of EBT systems and a Market Bucks incentive program at two area farmers markets using funding from the CPPW and SHIP grants. Concurrently, Blue Cross Blue Shield provided separate funding and assistance to the Midtown Farmers Market to administer their EBT program and Market Bucks incentive program. Those markets, plus an additional new market in North Minneapolis (West Broadway Farmers Market) have expressed an interest in continuing EBT and Market Bucks for a second season. These four markets need assistance with staffing, program costs, promotions, and technical assistance expenses. As part of a collaborative effort, CPPW and SHIP funding will be used to cover a portion of these expenses. Blue Cross Blue Shield will fund the remaining costs during the 2011 market season through a contract with the department (pending contract approval), which will allow for a more streamlined process among all partners involved.