

**Homegrown Minneapolis  
Implementation Task Force Meeting**

**Wednesday, January 13, 2010  
Sabathani Community Center – Room J  
9:30 – 11:00am**

<b>Invited</b>	<b>Name</b>	<b>Attended</b>
X	Maggi Adamek	X
X	JoAnne Berkenkamp (Institute for Agriculture & Trade Policy)	X
X	Karin Berkholtz (CPED)	--
X	Patty Bowler (HFS)	X
X	Rose Brewer (At-large representative)	X
X	Jim Cook (Mayoral Appointee)	X
X	Diane Hofstede (City Council)	--
X	Robin Garwood (CM Gordon's Office)	X
X	Elizabeth Glidden (City Council)	--
X	Greg Goeke (Public Works)	X
X	Cam Gordon (City Council)	X
X	Tim Jenkins (Regulatory Services)	--
X	Kristen Klingler (HFS)	X
X	Cara Letofsky (Mayor's Office)	X
X	Valerie Martinez (At-large representative)	--
X	June Mathiowetz (Sustainability)	X
X	David Nicholson (Farmers' Markets)	X
X	Megan O'Hara (Phase 1 Tri-chair)	--
X	Julie Ristau (Phase 1 Tri-chair)	--
X	Stella Whitney-West (Phase 1 Tri-chair)	--
X	Kirsten Saylor (Gardening Matters)	X

Guests in attendance: Jenny Breen (Community Member), Amanda Arnold (for CPED), Curt Fernandez (for Reg Services), Kelly Wilder (MDHFS)

**Meeting Summary:**

**Welcome**

Council Member Gordon welcomed the group, reviewed the agenda, and recapped the major decisions that the Task Force made at the December meeting. These decisions included:

- Established a Food Access workgroup (co-conveners Alison Moore, MDHFS and Rose Brewer, EJAM).
- Requested that CPED strongly consider including a farmers' market representative on the Urban Ag Policy Plan Steering Committee.
- Agreed that the farmers' market managers should address Recommendation #32 (as an external workgroup, not a Task Force workgroup) and connect back to the Task Force in regular and meaningful ways for advice and support.
- Agreed that the current "Farmers' Market" workgroup will be renamed the "Municipal Market" workgroup with the same conveners (Cara, David, Greg) and will focus on the relationship and issues between the main market and the City.
- Suggested that Regulatory Services create an FAQ/Fact sheet about the new institutional food license. No formal recommendation about the proposal was made.

- Agreed to solicit community feedback/participation in workgroups through a general e-mail invitation with directions to contact individual conveners of workgroups for specific opportunities.
- Supported instituting a regular monthly email update to Stakeholders.
- Supported the idea of a stakeholder meeting in late February/early March to share implementation efforts and updates.

### **Progress report to City Council**

- Purpose: The City Council resolution from June 2009 directed the Implementation Task Force to report back, no later than the end of Q1 2010, on implementation efforts. While any implementation updates can be included, we are required to report back on 8 priority issues/recommendations. Some information in the report will be just to update Council on our efforts, while other information will be specific requests for action. Homegrown Minneapolis will now report mainly to the Public Safety and Health Committee of City Council.
- Items to include:
  - Community garden guidelines (possible action)
  - Sustainability indicator and targets (possible action)
  - Topical plan (update)
  - Food Policy Advisory entity options (possible action)
  - EBT in farmers' markets, food distribution pilot, access projects (?)
  - Recommendations for state legislative agenda (update)
  - Community kitchen inventory (update)
- Suggestions from the group related to this report/presentation include:
  - Write about other activities going on in Minneapolis that are related to the work of Homegrown to show the reach and momentum behind the local food movement.
  - Strategize about who should represent Homegrown at the presentation (might be helpful to have community representatives speak) and who we should invite to hear the presentation (potential or current partners).
  - Need to determine what our specific "asks" are at this time

**DECISION:** A follow-up discussion will be held with Task Force members (at the February meeting, most likely) to determine speakers, invitees, etc and to talk more about content for the report/presentation. Drafts of the report will be sent out for review and feedback according to the proposed timeline (see handout: Outline of Progress Report to City Council).

### **Stakeholder Meeting Details**

- Purpose: To reconvene stakeholders and interested people from Phase 1 to 1) facilitate networking, 2) to discuss current implementation efforts, and 3) to receive feedback on projects and plans.
- Suggestions for structuring the meeting include:
  - Have an initial overview before breaking up into smaller groups (show how we got from recs to workgroups – have a chart/visual that shows recommendations, workgroups, timeframe, etc)
  - Break into original 4 subcommittees to show how recommendations from each group were translated into implementation workgroups and projects
  - Open-house format where participants move around to different stations to hear about implementation projects (each station would have an interactive activity survey, maps, posters, etc)
  - Invite the Mayor and media to hear part/all of the meeting
  - Work with media to broadly advertise the meeting (press release, etc)
  - Do a 30-min shared learning exercise to encourage networking and connections – even something as informal as getting to know each other by talking in small groups about what other people are doing around local food work

- Do a wrap up at the end of the meeting so that there is closure

**DECISION:** Form a short-term team to help plan the Stakeholder meeting. Volunteers included Jenny, Maggi (email), JoAnne (email). The group will talk via email and phone calls to develop a proposal for how to structure the meeting. The proposal will be discussed and finalized at the February Task Force meeting.

### Workgroup/Project Updates

- Small business training/financing inventory (Kelly Wilder)
  - Main findings:
    - CPED is open to working with urban ag entrepreneurs; community orgs have lots of services that they are willing to offer (NEON, Women Venture, NDC)
    - Many resources seem to be available to entrepreneurs but people aren't utilizing them. Why?
  - Conducting a focus group on Jan 13<sup>th</sup> at 1:30pm with Homegrown stakeholders and community members to get feedback on the draft inventory, find out what their challenges, successes in starting local food/urban agriculture businesses are, and what gaps exist from their perspective.
  - Comments from group:
    - Look at other models in different cities to see how they have packaged things and how successful they are (like Cincinnati, Detroit, Oakland, Philadelphia, Seattle). What makes these programs successful in the community?
    - Talk to banks to see what their issues are and tell them perceptions of the community/entrepreneurs (Franklin Associated Bank, Cherokee Bank)
    - Link focus group participants to Regulatory Review workgroup efforts
- Community Garden Program
  - "Community Garden Program" should be called "Community Garden Connections" (more appropriate title given what the City is willing to do).
  - The workgroup is not clearly aligned on what the long-term goal is – more discussion is needed.
  - Minneapolis Development Review is willing to be a "one-stop shop" for an application process for gardens on city-owned property. The City Attorney's office is making up a lease specifically for community gardens that will be user-friendly.
  - Land opportunities have been identified along the Hiawatha corridor in SE Minneapolis (some land is not City-owned though but may present opportunities for partnering). Multi-family housing has also released some land that could be used for gardens and CPED is currently reviewing their suitability, availability.
  - Comments from group:
    - How will the City be measuring or tracking these parcels? Could we tie this in to the Local Food Sustainability Indicator work?
- Small Enterprise Urban Agriculture
  - JoAnne and Cara met with CPED staff to talk about Youth Employment and Training (related to Recommendations #6 and #7). The goal was to make sure local food projects are eligible for the City's youth programs and green jobs work. They also plan to meet with staff to talk about adult programs.
  - Local food and urban agriculture-related projects are eligible for these funding opportunities – we just need to get information out to people so they can take advantage of them.

**DECISION:** JoAnne, Cara, and Kristen will draft/distribute a memo to community organizations connected with Homegrown to let them know about upcoming RFPs for youth employment programs.

The information will also be promoted through the Homegrown website, but we might also want to think about other community partners who can communicate this info out for us.

- Recognition/certification program
  - Cara presented an idea to create a recognition/certification program for organizations, gardens, markets, etc to be officially linked with Homegrown in order to promote local food efforts and the enormity of the movement. This fits in with one of the recommendations (create a brand around Homegrown Minneapolis in order to identify/align local food work).
  - Major steps would be to: develop basic principles that people have to agree to and in return they will be recognized as part of the Homegrown initiative.
  - Comments from the group:
    - Concerns about how we regulate this? Do we have time to do this? Is this something for the Food Policy Advisory group to work on in the future? Developing a brand identify is likely to be complicated. Will it look like we are taking credit for other projects? How will organizations/businesses benefit from this?

**DECISION:** We will not proceed with this idea right now, but in the future we will need to address communications, branding, etc in a coordinated way. We should consider having a marketing/communications expert facilitate a group conversation around this topic in the future.

- Food Access workgroup will be meeting for the first time at the end of January. If you are interested in attending, please contact workgroup conveners Alison and Rose.

### **General Updates**

- Upcoming Presentations:
  - Sustainable Farming Association's Annual Conference on February 20th at St. Olaf College in Northfield. Megan ("Community Based Local Food Systems) and JoAnne (Farm to School) will be presenting.
  - City of Lakes Rotary Club meeting on January 27<sup>th</sup>. June will be part of a panel discussion on local food.
  - New Partners for Smart Growth Annual Conference in Seattle. Cara will be presenting on Homegrown Minneapolis and sustainability.
  - National Conference of APA in April/May. JoAnne will be presenting.
- City Council structure has been reorganized. The Health, Energy, & Environment Committee has been dissolved and two new committees formed – Public Safety & Health (PSH) and Regulatory, Energy, and Environment (REE). Homegrown Minneapolis will report mainly to PSH, but will report to other committees as needed.
- Minnesota Food and Justice Alliance Steering Committee- they are looking for applications for their new Steering Committee. Might be a good point of connection for the Food Access Workgroup. Kristen will send out the announcement to the group.
- UMN planning grant application for vertical urban ag pilot (two sites, possibly one in Minneapolis). They are interested in partnering with Homegrown Minneapolis and the City. Maybe the Task Force help them identify potential sites? (Contact - Barb Grossman, UMN Extension)
- Hennepin County Food Assessment data will be released in February. We will try to arrange a presentation of this information to the Task Force.

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**Next Task Force meeting and Agenda Setting meeting:** February - tbd

**Next Happy Hour:** February 5<sup>th</sup>, 4:30 – 6:30pm at Common Roots Café

**Homegrown Minneapolis  
Implementation Task Force Meeting**

**Monday, February 22, 2010  
City Hall – Room 319  
2:00 – 3:30pm**

<b>Invited</b>	<b>Name</b>	<b>Attended</b>
X	Maggi Adamek	X
X	JoAnne Berkenkamp (Institute for Agriculture & Trade Policy)	--
X	Karin Berkholtz (CPED)	X
X	Patty Bowler (HFS)	X
X	Rose Brewer (At-large representative)	--
X	Jim Cook (Mayoral Appointee)	X
X	Diane Hofstede (City Council)	--
X	Robin Garwood (CM Gordon's Office)	X
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X	Valerie Martinez (At-large representative)	--
X	June Mathiowetz (Sustainability)	X
X	David Nicholson (Famers' Markets)	X
X	Megan O'Hara (Phase 1 Tri-chair)	X
X	Julie Ristau (Phase 1 Tri-chair)	X
X	Stella Whitney-West (Phase 1 Tri-chair)	--
X	Kirsten Saylor (Gardening Matters)	--

Guests in attendance: Jenny Breen (Community Member), Kelly Wilder (MDHFS), Lori Olson (Reg Services), Alison Moore (MDHFS), Linda Roberts (Licensing)

**MEETING SUMMARY:**

**WELCOME**

Council Member Gordon welcomed the group, reviewed the agenda, and recapped the major decisions that the Task Force made at the January meeting. These decisions included:

- Form a short-term team to help plan the Stakeholder meeting. The group will develop a proposal for how to structure the meeting and bring it back to the Task Force in February.
- JoAnne, Cara will draft/distribute a memo to community organizations connected with Homegrown to let them know about the upcoming RFPs for youth employment programs.
- Task Force decided not to proceed with developing a recognition program for businesses/organizations to be associated with Homegrown at this point. There is interest in doing this in the future however.

**WORKGROUP PROJECT UPDATES**

**Local Food Indicator**

- This workgroup has met four times to draft potential targets for the new local food sustainability indicator. The group presented the following targets for discussion:

*Every resident lives within (a ten minute walk OR a ¼ mile OR ½ mile radius) of a food producing community garden community supported agriculture (CSA) drop off, and farmers market or farm stand by 2014.*

*Increase the number of food growing acres in the city by 10% by 2014.*

- Feedback on first target:
  - ¼ mile radius is known as the “direct impact zone”; ½ mile radius is known as the area of influence. Either one will resonate and fit in with other planning efforts (i.e. Urban Ag Policy Plan, UMN research, Transit Station planning).
  - Might be helpful to know what the research says on how far people walk in 10 minutes?
  - “Walk” might be problematic for individuals with physical disabilities.
  - Might want to expand the list of food outlets to include co-ops and grocery stores selling a certain percentage of local food (as long as we then define local, which is difficult).
  - CPED (and Hennepin County) have maps that show current accessibility.
  
- Feedback on second target:
  - The 10% improvement goal isn’t based on any hard science at this point, so feedback is welcome.
  - Data can potentially be collected for gardens on city-owned fire station land and community gardens. It would be more difficult to measure private land (i.e. backyard gardens, rooftop gardens, vertical walls).
  - Can we get restaurants to report their local food sales or usage somehow?

Handout: Draft page for 2010 GreenPrint report was distributed – any comments should be given to June Mathiowetz very soon. Please note: this year’s report will say “Targets have not yet been established”

### **Regulatory Review**

- There will be a new mobile vending ordinance proposed to City Council soon (to facilitate more opportunities for selling prepared foods outside). Although there is no specific language yet, the goal is to focus on the Downtown Improvement District (DID) area first, then possibly expand to other neighborhoods/areas. A public hearing is scheduled for March 1<sup>st</sup> to gather feedback.
- The City Attorney’s office is looking at all possible places this might fit into current codes (Licensing, Food Safety, Environmental Health). The biggest opportunity seems to be with the sidewalk food vendor ordinance. Discussions have been mostly about prepared foods, but it wouldn’t limit sales of fresh fruits/veggies.

**DECISION:** Homegrown Minneapolis is mostly interested in this issue as it relates to promoting things like mobile produce carts, or vendors serving healthy, local food, especially in underserved neighborhoods. The Task Force does not need to weigh in much on the initial downtown proposal, but would like to be able to provide input as this is expanded to other areas of the city.

### **Community Garden Pilot**

- The workgroup, in partnership with MDR, will be proposing a community garden package that includes:
  - An inventory of non-developable CPED properties that are available to lease for the 2010 growing season.
  - A lease agreement specifically for community gardens that clearly outlines requirements and expectations.
  - A revised community garden application
- The proposal will be presented at the City Council Community Development committee in the next cycle and will be announced in other public venues such as the Community Garden Spring Resource Fair.

- The group will be meeting with CPED staff to talk about additional details such as who will handle the processing of the lease, what type of handouts/information is needed to clarify things for the public, etc.
- They are also still working out how to do soil testing and assuring access to water and compost.

Handout: Inventory and map of potential city-owned parcels available for community gardens was distributed (some modifications still need to be made). A draft of the lease was passed around for viewing.

Q: If a City-owned parcel isn't on map but people are asking about it – who do residents ask?

A: CPED (Karin Berkholtz)

Q: What are the insurance requirements – any changes?

A: Information about the insurance requirement will be included in the package, but there are no changes to the existing policy: Community gardens are required to show proof of an insurance rider (the City does not have the authority to waive this since it is a state policy).

Q: Are the Neighborhood Associations in the identified areas robust enough to provide oversight to new community gardens?

A: It depends – but even if they aren't, there are many other non-profit organizations within Minneapolis who are willing to provide technical assistance.

#### **PROGRESS REPORT TO PUBLIC SAFETY & HEALTH COMMITTEE**

- Most of the implementation efforts are at the stage where we can give updates, but not where we need Council to act (or we will be asking committees other than Public Safety and Health to act). As a result, the presentation will serve to highlight key projects where we have made significant progress (i.e. community garden package, urban ag policy plan, institutional food license, farmers' market coordination efforts, local food indicators, food access projects)
- It was suggested that a visual timeline be developed to show where and when certain components will be presented to other groups (e.g. Community Garden package will be presented at Community Development and Transportation & Public Works committee meetings in March).

**DECISION:** The co-chairs will meet with Kristen and Robin to determine specific content that will be highlighted in the verbal presentation and in the written report. They will develop a proposed outline for the Council presentation and send out a request for speakers after that. A planning/preparation meeting will be held with the smaller group of speakers prior to the presentation on March 24<sup>th</sup>.

#### **STAKEHOLDER MEETING DETAILS**

- At the January meeting, the group discussed ideas for the stakeholder meeting in March. A short-term planning group came up with a proposed agenda which was distributed at the meeting for feedback.
- For the shared learning component of the meeting, the group suggested that we present short case studies on successful local food efforts in other cities (Maggi Adamek has these written already and have participants respond to questions such as:
  - What is the community's role? How does it complement what the City is doing?
  - Where should we go next?
  - Are we (the City/Homegrown Minneapolis) doing what you expected us to do?
  - Is there some other way that you want to participate in this process?
- Other comments included:
  - Structure extra time into the agenda to allow for mingling and networking
  - Do an evaluation at the end to check in with participants
  - Use what we learn in this meeting to help inform the March 24<sup>th</sup> presentation to Council
  - At each workgroup station, have something engaging to draw people in!

**DECISION:** The short-term planning group will figure out details for the shared learning component based on the suggestions at the meeting.

**GENERAL UPDATES**

- Regulatory Services (Lori Olson): Soil Contamination fact sheet/FAQ is nearly complete.
- If anyone is interested in being on an informal focus group to talk to a local food entrepreneur about his bike delivery operation (to get food from Midtown Global Market into downtown), please email Cara Letofksy.
- CPED (Karin Berkholtz): The MN American Planning Association conference will be accepting proposals for sessions until March 1<sup>st</sup>. A presentation will be made on Homegrown Minneapolis as well as Health Impact Assessments.

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**Next Task Force meeting**

Friday, March 26<sup>th</sup>, 1:00 – 2:30pm, location tbd

**Agenda Setting meeting:**

tbd

**Next Happy Hour:** tbd

**Stakeholder Meeting**

March 2<sup>nd</sup> 1:00 – 3:00pm, Currie Conference Center

**Presentation to Public Safety & Health**

March 24<sup>th</sup>, 1:30pm (exact time tbd), City Hall – Rm. 317

**Homegrown Minneapolis  
Implementation Task Force Meeting**

**Monday, March 29, 2010  
Webster School – Cafeteria  
10:00 – 11:30am**

<b>Invited</b>	<b>Name</b>	<b>Attended</b>
X	Maggi Adamek	--
X	JoAnne Berkenkamp (Institute for Agriculture & Trade Policy)	X
X	Karin Berkholtz (CPED)	--
X	Patty Bowler (HFS)	--
X	Rose Brewer (At-large representative)	--
X	Jim Cook (Mayoral Appointee)	--
X	Diane Hofstede (City Council)	X
X	Robin Garwood (CM Gordon's Office)	X
X	Elizabeth Glidden (City Council)	--
X	Greg Goeke (Public Works)	--
X	Cam Gordon (City Council)	X
X	Tim Jenkins (Regulatory Services)	X
X	Kristen Klingler (HFS)	X
X	Cara Letofsky (Mayor's Office)	--
X	Valerie Martinez (At-large representative)	--
X	June Mathiowetz (Sustainability)	X
X	David Nicholson (Farmers' Markets)	X
X	Megan O'Hara (Phase 1 Tri-chair)	X
X	Julie Ristau (Phase 1 Tri-chair)	X
X	Stella Whitney-West (Phase 1 Tri-chair)	--
X	Kirsten Saylor (Gardening Matters)	X

Guests in attendance: Jenny Skorupa (Community Member), Kelly Wilder (MDHFS), Alison Moore (MDHFS)

**MEETING SUMMARY:**

**WELCOME, AGENDA OVERVIEW**

Council Member Gordon welcomed the group, reviewed the agenda, and recapped the major topics discussed at the February Task Force meeting. No major decisions were made at that meeting; conversations focused mainly on preparing for the stakeholder group meeting on March 2<sup>nd</sup> and the presentation to City Council on March 24<sup>th</sup>.

**UPDATES**

**Presentation to Public Safety and Health Committee, March 24<sup>th</sup> (Kristen):** The presentation/progress report was well received by the Public Safety and Health committee. They were especially supportive of the work we are doing with the main farmers' market since improvements to that will help bring people to North Minneapolis. They were also interested in learning more details about the Community Garden Pilot program and how the 22 parcels were chosen (why were they in some areas of the City but not others, etc). The next report back to Council (although not required in the resolution), will likely be in October 2010, prior to the approval processes for major Homegrown projects such as the Local Food targets and the Urban Ag policy plan.

**Mobile vending ordinance (Tim Jenkins):** The purpose of the ordinance change is to increase the vibrancy of downtown by expanding options for the food purchases. The ordinance is very broad and applies to sales of local foods from mobile locations. In order to qualify for a mobile vending permit, the vendor must be licensed in Minneapolis and must be connected to a commercial kitchen. The permit would cost \$400 per year with a one-time start up fee of \$400. At this time, the proposal does not include non-motorized push carts although it will likely be amended to include these. The ordinance change was presented to Council committee last week where staff were directed to talk with local business owners to work out remaining issues before it is adopted by the full Council.

**DECISION:** The Task Force will recommend that preference be given to a) healthy foods, b) locally grown foods, and c) sustainable production and distribution operations (including zero or low-emissions food carts). An emissions and waste analysis could also be conducted for the first year. The Task Force will also recommend that Homegrown Minneapolis be given the opportunity to participate in future conversations about the mobile vending ordinance and provide input on amendments.

**Institutional food license (Tim Jenkins):** The purpose of this proposal is to create a new license category for daycares, charter schools, and similar facilities serving community needs, including community kitchens. This proposal has been stalled due to the mobile vending ordinance and the public market ordinance process. The next step is to convene stakeholders (businesses, kitchens, etc) to get feedback and hear potential revisions to the proposed language.

**DECISION:** The Task Force determined that Homegrown Minneapolis should be included in future conversations related to the Institutional Food License and be given the opportunity to provide feedback before it is brought to Council for approval.

**Community garden pilot program (Kirsten Saylor):** The Community Garden Pilot Program was announced at the March 27<sup>th</sup> Spring Resource Fair. It was very well received and it appears there may even be competition for some of the 22 parcels that were identified. The Community Garden workgroup was able to come to agreement on the lease, application, and process for accessing land; work still needs to continue on accessing resources such as water and compost. The Community Garden Pilot will be officially rolled out during the week of April 19<sup>th</sup> to coincide with Earth Day/Week (do not compete with Fresh movie events in the evenings). A press event will be planned and all relevant information will be made available on the Homegrown website.

#### **PUBLIC MARKET ORDINANCE**

The original ordinance language was distributed along with the staff report that was presented to Council last week. This ordinance change came about because of a desire by some businesses to bring their outdoor vendors selling local food indoors (Midtown Global Market) or because of their desire to promote sales of local foods indoors during seasons when farmers markets weren't available (Eastside Food Co-op, Local D'Lish). Farmers market managers are not supportive of this proposed change because they believe it will erode the identify and integrity of farmers' markets. The proposal will be presented to the full Council this Friday, April 2<sup>nd</sup>, but Homegrown Minneapolis will make a recommendation to create exceptions instead of rewriting the ordinance.

**DECISION:** The Task Force will recommend to City Council to delay their approval of the ordinance change in order to allow for more collaboration and input on the part of the farmers market representatives. The Task Force will recommend that short-term exceptions be granted for the events that the 3 named businesses would like to host, which will allow them to continue with their planned activities but will give the City more time to consider the implications of the proposed change.

## WHAT DID WE LEARN FROM THE STAKEHOLDER MEETING, MARCH 2<sup>nd</sup>?

- Recap of comments, questions, concerns raised by the stakeholders at the March 2<sup>nd</sup> meeting. At that meeting, stakeholders had the opportunity to break up into small groups to discuss focused questions and provide input on the initiative in general. See handout entitled "Summary of Stakeholder Meeting Feedback" for details on themes and comments. In general, stakeholders were happy about the work of Homegrown Minneapolis so far and were encouraged to see the City's continued commitment to addressing local food issues.
- One main theme that was brought up multiple times was the need to engage more diverse audiences and to promote Homegrown Minneapolis across the community. Stakeholders were very interested in being involved in the initiative but were unsure of how. The group discussed the need for better communications and a comprehensive media strategy to help convey information on what the Task Force is doing, educate people on the importance of local foods in Minneapolis, and engage community residents.

**DECISION:** The Task Force decided that Sara Dietrich (City Communications) should be invited to the May Task Force meeting to learn more about our communication needs and help us develop a plan. It was also decided that prior to the next meeting, a smaller group should meet with Mike Haberman (modernstorytellers.org) to learn more about the PR services they provide and explore opportunities for potential partnerships. The Task Force will need to have another conversation after these two things have taken place in order to determine if a communications workgroup is needed, what exactly they would be charged with, and what our communication goals are. The May Task Force meeting will also include an update on the Listening Campaign efforts with UMN Sustainability students (Julie Ristau).

## WHERE ARE WE GOING NEXT?

- Brief review of upcoming major projects and recommendations that the Task Force and workgroups will be focusing on including:
  - Urban Ag Policy Plan
  - Local Food indicator and targets
  - Listening campaign to inform local food advisory entity workgroup
  - Part 2 of community kitchen inventory (developing strategies to connect residents with existing kitchen facilities)
  - Part 2 of small business training and financing inventory (working with CPED to develop strategies to connect local food entrepreneurs and business owners with existing City and community resources)
  - EBT at farmers markets (launch of EBT at main market this season; incentive program and promotional campaign – trying to encourage more markets to try EBT)
- The May Task Force meeting will be used to re-orient Task Force members to the various projects and recommendations we've been tackling. Workgroup leaders will be expected to report back on the activities of their workgroup including recommendations completed/in progress/not yet started, timeline for bringing deliverables and decisions to Task Force for review, need for new workgroups to tackle specific remaining projects, etc. Kristen will send out guidelines for preparing this report in the next week. **Reports will be due from workgroup leaders to Kristen no later than Monday, May 3<sup>rd</sup>.** Time at the May meeting will also be reserved to talk about communications and an overall media strategy for the initiative.

## WRAP UP/GENERAL UPDATES:

- A volunteer is needed to give a brief (20-30 min) presentation on Homegrown Minneapolis and the role of the City in improving the local food system to the United Way Green Team. The presentation will be a brown-bag lunch (roughly 12-1pm), at their 8<sup>th</sup> street office downtown. Please contact Kristen if you are interested.

- The Health Dept recently received news that they have been awarded federal stimulus funding to work on obesity prevention activities. Homegrown Minneapolis is a part of this grant (EBT matching program and Neighborhood Resource Cluster concept). More details to follow.
- If anyone is interested in being part of a discussion with grocery store owners, please talk to June Mathiowetz. The purpose of these discussions will be to figure out their barriers on purchasing, marketing, etc of local food and what ways we can assist them. CM Hofstede, Megan, and JoAnne expressed interest in participating.
- JoAnne will be giving a presentation on Homegrown Minneapolis at the national conference for the American Planning Association in April.
- The City's 2010 Greenprint report will be released on Monday April 5<sup>th</sup> – check out the Local Food indicator page.

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**Next Task Force meeting**

No April meeting

May meeting tbd (week of May 10<sup>th</sup>)

**Agenda Setting meeting:**

tbd

**Next Happy Hour:**

tbd

**Homegrown Minneapolis  
Implementation Task Force Meeting**

**Wednesday, May 12, 2010**

**Public Service Center (Health Dept) – Room 525**

**3:00 – 5:00pm**

<b>Invited</b>	<b>Name</b>	<b>Attended</b>
X	Maggi Adamek	--
X	JoAnne Berkenkamp (Institute for Agriculture & Trade Policy)	--
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X	Julie Ristau (Phase 1 Tri-chair)	--
X	Kirsten Saylor (Gardening Matters)	X

Others in attendance: Jenny Breen (Community Member), Curt Fernandez (Reg Services)

**MEETING SUMMARY:**

**WELCOME**

Council Member Gordon welcomed the group, reviewed the agenda, and recapped the major decisions that the Task Force made at the March meeting. These decisions included:

**DECISION:** For the mobile vending ordinance, the Task Force will recommend that preference be given to a) healthy foods, b) locally grown foods, and c) sustainable production and distribution operations (including zero or low-emissions food carts). An emissions and waste analysis could also be conducted for the first year. The Task Force will also recommend that Homegrown Minneapolis be given the opportunity to participate in future conversations about the mobile vending ordinance and provide input on amendments.

**DECISION:** For the Institutional Food License, the Task Force will recommend that Homegrown Minneapolis should be included in future conversations and be given the opportunity to provide feedback before it is brought to Council for approval.

**DECISION:** For the public market ordinance, the Task Force will recommend delaying the approval of the ordinance change in order to allow for more collaboration and input on the part of the farmers market representatives. The Task Force will recommend that short-term exceptions be granted for the events that the 3 named businesses would like to host, which will allow them to continue with their planned activities but will give the City more time to consider the implications of the proposed change.

**DECISION:** The Task Force decided that a representative from the City Communications department should be invited to the May Task Force meeting to learn more about our communication needs and help us develop a plan.

### COMMUNICATIONS STRATEGIES

Elizabeth Haugen from the City's Communications department facilitated a conversation about communications goals related to Homegrown Minneapolis and the local food system.

Task Force members stated their target audiences including:

- Residents of Minneapolis
- Co-op shoppers
- [children? That was mine—maybe it doesn't fly]
- People who have heard of Homegrown Minneapolis and already care—the believers
- People who might want to garden
- Restaurant goers
- People who eat processed foods and don't even think about local, healthy food
- Homegrown Minneapolis stakeholders, funders
- Internal—City Council and policymakers
- Food-related businesses
- Farmers
- Suppliers
- Procurers
- Restaurants who are already doing this
- National (as food destination)
- Everyone (to see self in this movement, whether as an eater, a teacher, a grower, etc.)
- Foodie crowd
- People at greater risk for obesity, diabetes, illness
- Partners, other programs and initiatives where there is overlap

Task Force members stated the concrete results they want to see from this initiative/communications strategy including:

- More consumption of local food
- Jobs
- More people know about Homegrown Minneapolis

- Build local food brand identity for City of Minneapolis
- Restaurants meeting a local-food threshold for bragging rights— advertising, window clings, branding participation
- Effort becoming bigger than Minneapolis
- Healthier residents
- People have an easy path from wanting it to doing it
- Improved physical infrastructure re: the food desert
- Easy place for resources and information
- List of farmers markets, community gardens, restaurants
- U.S. consumer data shifting to more local food. Right now, 90 percent of food sold in our stores is from out of state.

Task Force members stated existing resources to draw on including:

- All the partners at the table (get a list of participating organizations)
- University Research Outreach Center
- WIC
- Food stamps
- Public health
- Community gardens
- Institute of Trade Policy
- Gardenworks
- Access to everyone who has a grocery store license, restaurant license, food vendor license
- Utility bill inserts
- Nurseries?
- Relationships with some grocery stores
- Relationships with some PR firms
- Farmers markets
- SHIP working with Minneapolis Public Schools
- People/organizations/businesses already working with Homegrown Minneapolis
- Informal networks incl. [simplegoodandtasty.com](http://simplegoodandtasty.com)

**Decision:** The Task Force decided to form a Communications workgroup to further explore strategies for communicating information related to the Homegrown Minneapolis initiative and to address Homegrown Minneapolis recommendations related to communications. Cara Letofsky volunteered to lead the workgroup with initial assistance from Elizabeth Haugen (until the communications plan is developed). Task Force members will be invited to join the workgroup and participation will be sought from community members with communications expertise.

- Potential members: Megan O'Hara, David Nicholson, Kristen Klingler, other Task Force members who are interested in the topic.

- Potential resources: Maggi Adamek, Haberman PR firm, farmers' markets, Krista Bergert (CPED), Danny Schwartzman, Gayle Prest, Danny Schwartzman, Tracy Singleton, Lee Zucker, MPRB

### WHAT'S NEXT FOR THE IMPLEMENTATION TASK FORCE?

Kristen provided a brief overview of the status of all 52 Homegrown Minneapolis recommendations (some are in progress, some on hold, some not yet started or assigned, and some completed). Please refer to the Matrix of Recommendations by Workgroup document that was distributed electronically and at the meeting.

Task Force members discussed each recommendation that was labeled as "Not Yet Started" and "Not Yet Assigned" in order to determine if it should be tackled now, and if so, how and by whom? Below is a summary of the decisions made about each of those recommendations (please refer to the Matrix of Recommendations by Workgroup document for complete wording of each recommendation):

- **Recommendation #17:** The Task Force can address this now by sharing information about the farmers markets directly with City department heads. David Nicholson will create a list of contacts at each market (plus other ways to reach managers, like monthly happy hours) and send it to the Communications workgroup next week. The Communications workgroup will identify the best way to distribute this information to City department heads and other interested parties.
- **Recommendation #18:** The Task Force determined that more conversation was needed about this recommendation. For now, residents with questions should contact Kristen Klingler who will direct them to the appropriate City staff person or Department. It was suggested that this recommendation be moved to the long-term category and put on hold until more information is known about the structure of the food policy advisory entity.  
~~Note: After meeting, did not move this recommendation to long-term, currently labeled as "on hold" – this was less complicated than moving all recommendations and numbering system around. If necessary in the future, can move it to long-term.~~
- **Recommendation #19:** This recommendation should be assigned to the Urban Ag Policy Plan Steering Committee and will stay on hold until more information is known about the City's land capacity for urban ag activities.
- **Recommendation #27:** This recommendation will stay on hold until it is addressed by the external Farmers' Market ordinance amendment group (to be convened after the 2010 market season). Also, City Council members are currently looking in to what can be done this year around yard signs for farmers' markets.
- **Recommendation #35:** This recommendation will stay on hold until it is addressed by the external Farmers' Market ordinance amendment group (to be convened after the 2010 market season).
- **Recommendation #36:** The Task Force recommended that Property Services (Greg Goeke) should look into this issue and potentially address it via the existing City workgroup that has conversations about City facilities. The Task Force co-chairs will talk to Greg.
- **Recommendation #37:** The Task Force needs to understand what research has already been done and what still needs to be done before we can determine how to move this recommendation forward. What are the gaps for getting food from growers to producers to purchasers (especially big institutions)? This recommendation should be assigned to

the Urban Ag Policy Plan Steering Committee and will stay on hold until more information is known about the City's land capacity for urban ag activities.

- **Recommendation #38:** The City cannot require private entities to do anything, so we need to focus on incentivizing them. Task Force members expressed an interest in forming a workgroup around this issue, but not at this point. This recommendation will stay "red" - "not yet assigned".
- **Recommendation #39:** This recommendation will stay "red" - "not yet assigned" for now until Task Force members can wrap up other projects. It was suggested that the co-chairs and June Mathiowetz have a conversation with Frank Parisi (in the City Coordinator's office, Strategic Partnerships) to inform him to look out for opportunities to finance Homegrown Minneapolis efforts.

Due to limited time, the remaining recommendations were not discussed. The Task Force will finish reviewing the "Not Yet Started" and "Not Yet Assigned" recommendations at the June meeting.

### **ADDITIONAL PROJECT UPDATES**

**Xcel Energy Urban Ag Project:** Cara Letofsky informed the Task Force of a potential partnership between the City of Minneapolis, Homegrown Minneapolis, and Xcel Energy. Xcel has vacant land near its Riverside plant and is interested in using the land for an urban agriculture demonstration project. The City of Minneapolis could play a connecting role by developing an RFP (request for proposals) process whereby interested community groups could apply to utilize the land for urban ag projects. Cara asked for Task Force approval to proceed with this partnership under the Homegrown Minneapolis umbrella. Some Task Force members expressed concern about proceeding with this project due to current uncertainty around another group (the Co-op Project) attempting to access this land.

**DECISION:** Cara will move forward with trying to help Co-op Project get access to some of the land immediately. Cara will also move forward with a team to help set up a long-term RFP process.

**Partnership Building with MPS, MPRB:** The Task Force co-chairs suggested that representatives from the Minneapolis Public Schools and the Minneapolis Parks and Recreation Board be invited to attend Task Force meetings to learn more about opportunities for partnership.

**DECISION:** Task Force members approved the idea of the co-chairs reaching out to these two entities to invite them to future meetings (not as Task Force members, but as guests).

**Farmers' Market Representative:** David Nicholson is no longer the manager at the Midtown Farmers' Market. He still serves on the Board at the Kingfield Farmers' Market. David may continue to serve on the Implementation Task Force as the representative for the Farmers' Market managers, pending approval by the market managers.

**Remaining updates and issues** will be discussed via email announcements and at the June meeting.



## Homegrown Minneapolis Implementation Task Force Meeting

**Wednesday, June 30, 2010**

**3:30 – 5:00pm**

**Minneapolis Department of Health & Family Support – Rm. 525**

Invited	Name	Attended
X	Maggi Adamek	--
X	JoAnne Berkenkamp (Institute for Agriculture & Trade Policy)	--
X	Karin Berkholtz (CPED)	X
X	Patty Bowler (MDHFS)	X
X	Rose Brewer (At-large representative)	--
X	Jim Cook (Mayoral Appointee)	--
X	Diane Hofstede (City Council)	X
X	Robin Garwood (CM Gordon's Office)	X
X	Elizabeth Glidden (City Council)	--
X	Greg Goeke (Public Works)	X
X	Cam Gordon (City Council)	X
X	Tim Jenkins (Regulatory Services)	X
X	Kristen Klingler (MDHFS)	X
X	Cara Letofsky (Mayor's Office)	X
X	Valerie Martinez (At-large representative)	--
X	June Mathiowetz (Sustainability)	X
X	David Nicholson (Famers' Markets)	X
X	Megan O'Hara (Phase 1 Tri-chair)	X
X	Julie Ristau (Phase 1 Tri-chair)	X
X	Kirsten Saylor (Gardening Matters)	X

Guests in attendance: Jenny Breen (Community Member), Alison Moore (MDHFS), Kelly Wilder (MDHFS)

### **Agenda:**

#### **3:30 – 3:35pm: Welcome, agenda overview, major decisions from last meeting**

- **Decision:** The Task Force decided to form a Communications workgroup to further explore strategies for communicating information related to the Homegrown Minneapolis initiative and to address Homegrown Minneapolis recommendations related to communications.
- **DECISION:** Cara Letofsky and other interested Task Force members will move forward with developing a partnership with Xcel for an urban ag project on land in NE Minneapolis.
- **DECISION:** Task Force members approved the idea of the co-chairs reaching out to the Park Board and Minneapolis Public Schools to invite them to future meetings (not as Task Force members, but as guests).
- Patty Bowler announced a change in Homegrown Minneapolis staff coordination. Effective July 7, 2010, Kristen Klingler will transition from coordinating the Homegrown Minneapolis initiative to coordinating the Health Department's Communities Putting

Prevention to Work grant. June Mathiowetz will take over as the staff coordinator for Homegrown Minneapolis (she will transition to the Health Department until March 2012 to assist with the ongoing oversight and implementation of the initiative).

### **3:35 – 3:45pm: What's Happening on the Local Food Scene?**

- 2-minute updates from Task Force members on any events, projects, and things of interest related to Homegrown Minneapolis and the local food movement
- Fruits of the City – fruit gleaning organized by the MN Project spurred the idea of planting fruit trees on city-owned land. Cara Letofsky and Greg Goeke are pursuing options related to this idea.
- Homegrown Experience – local food event sponsored by the Minneapolis Park and Recreation Board will take place on Aug. 22 at Nicollet Island Pavilion. Homegrown Minneapolis has been invited to participate in the planning of this event and will be given a booth to promote projects, share information, and network with attendees. Kristen Klingler is the main point of contact for now.
- Small Enterprise Urban Ag workshop – building off of the Business Development and Finance Opportunities inventory that Kelly Wilder compiled, the City will host a workshop for local food/urban ag entrepreneurs who want to start small businesses. The event will be held Tuesday, July 13<sup>th</sup> from 5-8pm at the Midtown Global Market. Mayor Rybak will speak, along with a panel, plus time for networking and focused workshops on marketing local products, successful business planning, and financing small businesses. Kelly will send out an email asking for volunteers to help staff the event.
- Mini Market press event will be hosted at the Emerge Youth garden on July 21<sup>st</sup>. IATP is assisting with the logistics – contact JoAnne Berkenkamp for more details.
- Gardening Matters will be hosting its annual Parade of Community Gardens on August 21st – more details can be found on their website: <http://www.gardeningmatters.org/>

### **3:45 – 4:35pm: Project/Workgroup Updates**

- Community Garden Pilot update (Karin Berkholtz)
  - There are currently 2 leases with active gardening and 4 site plans that have been approved. CPED has fielded more than 40 inquiries from interested organizations since the pilot program was launched. The available parcels are listed on the yards to gardens website ([ww.y2g.org](http://www.y2g.org)). Some calls are inquiring about parcels on buildable land – these people are being encouraged to consider parcels on non-buildable land included in the pilot.
  - Karin anticipates another round of interest in available parcels in late summer/early fall as communities consider preparing for next growing season. CPED will work on doing a mid-season marketing/communications event.
  - CPED is tracking information such as number of staff hours required for administration of the pilot; common questions from community members, etc. Karin will provide a report at the next Task Force meeting. Task Force members suggested coordinating evaluation with the development of the Urban Ag Policy Plan.
- Story mapping project (Julie Ristau)
  - Julie described the story mapping project that she led with a group of UMN students to gather stories from community members involved in the local food system. Training was very quick and easy and could be replicated by others to continue gathering information from residents. A standard set of questions was used for these initial interviews, but Julie recommends modifying them if additional stories will be captured. There is an On the Commons employee

(videographer) who is interested in providing technical assistance to us if we want to continue gathering stories.

- The link to the story mapping project is:  
<http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=108750780200649768857.0004851a5704310cc0ba3&ll=45.333806,-93.14209&spn=0.491379,1.234589&z=10>
- Potential uses of this information/methodology include: posting to the Homegrown Minneapolis website (if allowed) to let people add their own videos; purchasing flip cameras and taking them to community meetings and events to hear more stories, etc.
- The Food Policy Advisory Entity workgroup was the initial home for this project but they have taken it as far as they can. Could the communications workgroup potentially pick up where they left off and utilize this technology to engage more residents in the local food movement and the work of Homegrown Minneapolis?
- UMN students also conducted case studies related to models of Food Policy Councils from across the country. The main question that was asked was “what structures would support a resilient, commons-based food system in Minneapolis? Julie will share the Powerpoint and report that they developed.
- Xcel Urban Ag project (Cara Letofsky)
  - Public Works will potentially host the Request For Proposal (RFP) process. Assistance is also being requested from the Grants and Special Projects staff in the City Coordinator’s office. The City would manage the RFP process but the lease would be between Xcel and the winning non-profit organization(s).
  - The core team working on this project include JoAnne Berkenkamp, Cara Letofsky, a City attorney, Xcel staff (including the new plant manager), and a community resident.
  - The next step is to present the idea to Permanent Review Committee for guidance on how to get appropriate feedback/involvement from target audience and community members. Then we will develop the RFP and bring it to City Council for approval. Cara would like an in-depth conversation at the next Task Force meeting to get feedback on RFP framing. Other feedback could potentially come from SEUA sub-committee from Phase 1. We will need to clarify how involved community residents who are potential applicants can be in developing the RFP.
  - Timeline: release RFP in late summer 2010, award in early winter 2010 so that grantees are ready for spring 2011
  - It was suggested to check out the Wallace Institute’s urban ag RFP for a possible model to use.
- Food Policy Advisory Entity workgroup (Cam Gordon)
  - The group is planning a fall 2010 meeting with stakeholders to have focused discussions on what a Minneapolis Food Policy Advisory group should look like
  - The group will be ready to present recommendations to the Task Force by the end of 2010 so that by July 2011 there will be a plan of action for transition from the Implementation Task Force to a long-term advisory group.
- Municipal Market workgroup
  - The group has established a Minneapolis Farmers Market Advisory Group which will advise Greg Goeke (contract manager, Public Works) and Larry Cermak (CMVGA). The group will consist of 6 people initially including 2 CMVGA reps, Lara Tiede (MDHFS), Cara (Policy rep), North Loop community rep, Mpls

booster to help communicate (David Denham). The group will have their first meeting in a few weeks.

- The purpose of the group is to elevate the local food movement in Minneapolis, advise on market practices (the City has an opinion on how the market is run now), bring other perspectives to its governance, look at budget/applications in order to make them more friendly to local growers, work on wayfinding signage and a connection to the future LRT stop, advise on how to grow the market physically, etc.

#### **4:35 – 4:55pm: Communities Putting Prevention to Work**

- The Health Department has received grant funding from the federal stimulus program called Communities Putting Prevention to Work (CPPW). This is a 2 year, federally funded grant focused on obesity prevention through policy, systems, and environmental change strategies, specifically focused on healthy eating and physical activity.
- The CPPW grant builds upon work that the Health department has been doing for more than 6 years through the Steps to a Healthier Minneapolis grant and through the current Statewide Health Improvement Program (SHIP) grant.
- The grant will last from March 2010 – March 2012, and is a total of \$2.2 million
- Interventions will complement but not duplicate SHIP efforts; some will be focused on healthy eating and Homegrown Minneapolis recommendations:
  - Neighborhood level resource clusters: Gardening Matters will be the lead organizer of a process this summer to develop a cluster model for Minneapolis that will help connect residents to food resources and build grassroots-level capacity for food production, preparation, and preservation. Clusters will have multiple purposes, not just focused on gardening and they could be a physical place or collection of places within a neighborhood. **Task Force members expressed great interest in this project and stressed that clusters need to be owned by community members and developed in part by people who will be using them.**
  - Market Bucks: A short-term incentive program offered at the Main market on North Lyndale Ave and at the Northeast market to support the establishment of EBT systems at each location. Market Bucks will essentially double the purchasing power of EBT users.

#### **Other Announcements**

- Kirsten Saylor brought up the idea of conducting asset mapping to help the Task Force figure out what is going on in other parts of Minneapolis. The group expressed interest in this idea and it will be discussed at the next Task Force meeting in more detail.
- We are attempting once again to find a regular meeting time that works for a majority of Task Force members and guests. A form was passed out at the meeting with options for standing meeting days/times – **please fill this out as soon as possible and return to Kristen** (an electronic copy will be mailed out with the meeting notes for those who were not present).

#### **4:55 – 5:00pm: Wrap Up**

**Homegrown Minneapolis  
Implementation Task Force Meeting  
Wednesday, August 18, 2010  
3:00–4:30 p.m.  
City Hall, Room 333**

**Meeting Minutes**

**Attendance:** JoAnne Berkenkamp (IATP), Karin Berkholtz (CPED), Patty Bowler (MDHFS), Diane Hofstede (City Council), Robin Garwood (CM Gordon’s Office), Elizabeth Glidden (City Council), Greg Goeke (Public Works), Tim Jenkins (Regulatory Services), June Mathiowetz (Sustainability), David Nicholson (Famers’ Markets), Megan O’Hara (Phase 1 Tri-chair)

**Guests in Attendance:** Kelly Wilder (MDHFS), Alison Moore (MDHFS), Pat Hilden (Regulatory Services), Lori Olson (Regulatory Services), Cam Gordon (City Council)

**Absences:** Maggi Adamek, Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Cara Letofsky (Mayor’s Office), Valerie Martinez (At-large representative), Kirsten Saylor (Gardening Matters)

**Welcome and Agenda Overview.** Patty Bowler and Karin Berkholtz chaired the meeting in the absence of the chairs. Later agenda items were moved earlier to accommodate staff presence.

**Institutional Food License Update.** Tim Jenkins reported on upcoming changes to the institutional food license ordinance. Council Member Gordon in coordination with Regulatory Services staff has created an “Institutional Food” license type in the city ordinances. This license will apply to charter and private schools, commercial daycare centers, charitable dining halls, and employers with cafeterias. This license will be less expensive than the existing Food Manufacturer and Restaurant licenses. As originally proposed, it will not apply to community kitchens so community kitchens not used for commercial purposes do not need a license. If a community kitchen wants to be licensed it will be as a Food Manufacturer and inspectors will need to come out annually. When asked about church kitchens, it was noted that right now church kitchens do not need licenses and this ordinance does not change that. Robin Garwood noted that the changes to the ordinance are not huge in nature, but the City’s ability to communicate clearly about the ordinance is improved by this work. The proposed changes will be heard in the Regulatory, Energy and Environment Committee on August 23<sup>rd</sup>. The language changes can be viewed here [www.ci.minneapolis.mn.us/council/2010-meetings/20100903/ree.asp](http://www.ci.minneapolis.mn.us/council/2010-meetings/20100903/ree.asp). Note: The ordinance was passed by council on September 3, 2010.

**Review of the first 10 mid-term recommendations.** The Task Force reviewed the following ten recommendations that came out of Phase One efforts to discuss progress. Notes on the discussion follow.

<b>MID-TERM RECOMMENDATIONS (To be completed or have significant progress made by July 2011)</b>
16. Develop and implement a Homegrown Minneapolis communications campaign to increase knowledge of, interest in, and demand for local food.
17. Ensure that City departments are aware of farmers' markets as a venue for City events and as a method for reaching targeted populations and promoting City and County services.
18. Designate a point person within Neighborhood & Community Relations Department to address garden issues.
19. Develop policies, guidelines, and partnerships to support affordable land ownership and/or affordable long-term leases for small enterprise urban ag on various types of land and rooftops.

*20. Expand and promote existing City-sponsored small business financing opportunities and training/business development services to entrepreneurs interested in small-scale urban agriculture.
21. Support the development of facilities to support urban ag-related food aggregation, processing, distribution, food storage, and food waste management.
22. Integrate farmers' markets into the City's development plans.
23. Identify additional policies and incentives to encourage the establishment of new green roofs and the adaptation of existing roofs for food production.
24. Identify policies and incentives to encourage/require developers to include space for food production and distribution and composting in new developments.
*25. Develop an overarching policy framework that establishes a city-wide vision and support for urban agriculture (i.e. urban food production and distribution); inventories public and private land available and suitable for urban agriculture or food distribution; and makes readily available land more accessible for these purposes.

\*Completed or well underway

**#16** - A Communications Working Group has been established and a first meeting will be scheduled.

**#17** - It was noted that a section on farmers markets was recently included in Minneapolis Matters, the City's internal employee newsletter. David Nicholson noted the farmers markets may be doing more work around this in the future as well. Alison Moore noted that through EBT efforts at farmers markets, the Institute for Ag and Trade Policy has helped coordinate with Hennepin County to promote Hennepin County services, including food support, at the Midtown and Minneapolis farmers markets.

**#18** - Department of Health staff will discuss the relevancy and interest of this recommendation now that the Neighborhood and Community Relations department is up and running.

**#19** – Karin Berkholtz noted that the latitude for doing this is already there. CPED met with the City's Licensing division about rooftop gardens. Accessibility issues as they relate to the Americans with Disability Act are still being explored. The combination of the high cost of elevators and slim food production profits can create barriers beyond what the market will support. Greg Goeke noted that people interested in potentially creating rooftop gardens on City-owned facilities should submit their business plans to the City for feedback. This recommendation is also part of the City planning department's (CPED) Urban Ag Topical Plan.

**#20** - This recommendation has been completed and Kelly Wilder reported on it later in the meeting.

**#21** - It was requested that Susan Young be invited to a future meeting to talk about the food waste management. There was discussion about potentially making this recommendation a long-term recommendation instead of a mid-term one and separating out the waste component.

**#22-25** – Karin Berkholtz noted that these four recommendations are being addressed through the contract CPED has with the Health Department to complete the City's Urban Ag Policy Plan.

## **Project Updates**

**Local Food Resource Hubs** - June Mathiowetz reported that the Health Department in partnership with Gardening Matters is kicking off a series of meetings to develop local food resource hubs in Minneapolis. The kickoff is on Monday, August 30<sup>th</sup> at 6-7:30 p.m. at St Olaf Community Campus. Staff from Detroit are visiting on Sept 12<sup>th</sup>-14<sup>th</sup> to share their experience and train people in how to build a hoop house. On October 7<sup>th</sup> from 6:30-7:30 p.m. at Sabathani Community Center there will be an information session to

discuss the resource hub model being set up and announce the application process for the first two hubs that will be established over the coming year.

**Business Development Workshop** - Kelly Wilder reported on the business development workshop held at the Global Market on July 13<sup>th</sup>. She noted 70 people in attendance and that the facilitators were engaging. There was interest in holding more of the workshops in the future. It was noted that CPED is best positioned to carry this work forward. It was further noted that guest speaker Kris Maritz from the Metropolitan Consortium of Community Developers is very interested in doing more of these. June Mathiowetz noted she'd received a call from Betsy Wieland indicating she would like to be involved in any future workshops.

**Xcel Land Project** - June Mathiowetz provided an update on the potential Xcel land and food growing project. She noted Xcel is setting up the required soil tests and the Public Works Department has confirmed the site has connection to a water main.

**Topical Plan Discussion Series** - Robin Garwood reported on five topical plan discussions that have occurred to date. A second round of discussions being planned will focus on taxation, animals, insurance and liability. More information on the City's Urban Ag Policy Plan website can be found at [www.ci.minneapolis.mn.us/cped/urban\\_ag\\_plan.asp](http://www.ci.minneapolis.mn.us/cped/urban_ag_plan.asp)

**Community Gardens Acreage Measurement** – Kelly Wilder reported the research she completed this summer on the more than 100 community gardens in Minneapolis shows there are currently over 17 acres of community gardens in the city.

**Fruit Trees in the City** – Greg Goeke reported he recently met with the Minnesota Project and other City staff to identify potential sites for planting fruit trees and orchards in the City.

**Local Food Sustainability Indicator Web Page** – Kelly Wilder noted that the local food sustainability indicator web page is now up on the City's sustainability website. Any feedback or changes can be directed to June Mathiowetz. The City's Local Food webpage link is [www.ci.minneapolis.mn.us/sustainability/local-foods.asp](http://www.ci.minneapolis.mn.us/sustainability/local-foods.asp)

## **Work Group Updates**

**Legislative Agenda for 2011** – Joanne Berkenkamp noted that we might want to consider general language supporting incentives and support systems for K-12 schools to adopt and expand the Farm to School program. On Electronic Benefits Transfers (EBT) it was suggested that maybe we “urge the State to consider launching a state-wide system to support the adoption and long-term availability of EBT at farmers markets, availing them of federal funding that reimburses Supplemental Nutrition Assistance Program (SNAP) agencies for 50 percent of administrative costs.” City staff will do some follow-up work to determine if submitting language on these topics is timely and appropriate. There was brief mention of green roof possibilities and Robin Garwood will consider this further. Tim Jenkins noted there is work being done around a model food code at the state level right now and it might generate a need for our support for next year's legislative agenda.

**Communications Work Group** – Cam Gordon has volunteered to chair this effort. A number of ideas were floated around including watching for opportunities to amplify efforts through Lynn Brun's SHIP communication work, looking for pro bono support, looking at tourism or USDA dollars to assist especially as it relates to farmers market promotions.

**Local Food Policy Entity Work Group** – June Mathiowetz indicated this working group is in the middle of a strategic planning effort to inform the design of the third phase of the food policy advisory entity. Plans are underway for two November meetings.

**Wrap Up**

Given the time, the group opted to forego a round of individual updates, but Robin Garwood briefly noted there is a focus group for the Regulatory work group next Tuesday. Alison Moore circulated EBT flyers now available in three languages and asked people's assistance in posting them. June Mathiowetz indicated she would circulate the list of upcoming events via email.

**Adjournment**

The meeting adjourned at 4:35 p.m.

**Homegrown Minneapolis  
Implementation Task Force Meeting  
Date: Wednesday, September 15, 2010  
Time: 3:00-4:30 p.m.  
Location: City Hall, Room 333**

**Meeting Minutes**

**Attendance:** JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Greg Goeke (Public Works), Robin Garwood (CM Gordon's Office), Cam Gordon (City Council), Tim Jenkins (Regulatory Services), Cara Letofsky, June Mathiowetz, David Nicholson (Famers' Markets), Kirsten Saylor (Gardening Matters)

**Guests:** Ross Abbey, Ana Micka, Megan O'Hara Julie Ristau, Sarah Sponheim

**Absences:** Maggi Adamek, Karin Berkholtz (CPED), Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Diane Hofstede (City Council), Valerie Martinez (At-large representative),

**Welcome and Agenda Overview.** The meeting was chaired by Council Member Cam Gordon and Cara Letofsky.

**Project and Work Group Updates.** This meeting focused on presentations and discussions on three major Homegrown Minneapolis related areas.

**Food Preservation Project .** Ana Micka provided an update on the Food Preservation Network noting that 19 community food preservation guides were trained to provide canning instruction and coordinate food preservation events at six locations for more than 81 participants this year. More trainings and events are planned for 2011, some will be offered in Spanish and Somali. Additionally, plans for developing an equipment lending library are underway.

**Food Waste Management.** John Jaimez from Hennepin County, Susan Young, the City's Director of Solid Waste and Recycling, Sarah Sponheim and Ross Abbey of the Minneapolis Citizens Environmental Advisory Committee members were all present to talk about food waste issues at the county, city and citizen. Gardening Matters noted that it also has a project focused on encouraging composting at community gardens led by a group of volunteer "compostadores."

**Local Food Resource Hubs.** Kirsten Saylor from Gardening Matters provided an update on progress around the development of the Local Food Resource Network and its hubs. This network is being designed to link residents, gardeners and entrepreneurs to more easily access seeds, seedlings, education and tools need for food growing, processing, distribution and waste management. She will return in January 2011 to provide another update on the project.

**Adjournment**

The meeting adjourned at 4:30 p.m.

**Homegrown Minneapolis  
Implementation Task Force Meeting  
Wednesday, October 20, 2010  
3:00–4:30 p.m.  
City Hall, Room 333**

**Meeting Minutes**

**Attendance:** JoAnne Berkenkamp (IATP), Karin Berkholtz (CPED), Patty Bowler (MDHFS), Rose Brewer (At-large representative), Diane Hofstede (City Council), Robin Garwood (CM Gordon's Office), Elizabeth Glidden (City Council), Cam Gordon (City Council), Cara Letofsky, June Mathiowetz, David Nicholson (Farmers' Markets)

**Guests in Attendance:** Gene Ranieri (IGR), Bob Lind (CPED), Jessica Green (CPED)

**Absences:** Maggi Adamek, Jim Cook (Mayoral Appointee), Greg Goeke (PW), Tim Jenkins (Regulatory Services) Valerie Martinez (At-large representative), Kirsten Saylor (Gardening Matters)

**Welcome and Agenda Overview.** The meeting was chaired by Patty Bowler (in Council Member Gordon's absence) and Cara Letofsky.

**Project and Work Group Updates.**

**Expanding the Implementation Task Force** – Cara Letofsky raised the idea of potentially expanding the Implementation Task Force. The suggestion led to discussion of possibly adding City staff from CPED Economic Development and Intergovernmental Relations and how additional community groups might be invited to the table. Given the time constraints, it was recommended that the group revisit this topic at a later date.

**Urban Ag Policy Plan** – Amanda Arnold, Principal Planner in CPED, provided a preview of issues related to the Urban Ag Policy Plan that is currently under development and scheduled to go out for a 45-day public comment period beginning December 9<sup>th</sup>. After feedback is considered and incorporated, it will move forward for adoption by the City's Planning Commission and then to the City Council. She noted eight topical plan discussions were held over the last few months. She also noted that issues have come up around the topics of land supply and demand, regulations for non-commercial growing, new accommodations for market gardens and urban farming, food growing in new developments, farmers markets, rooftop farming, city land sale and lease policies, and economic opportunities.

Important policy issues noted included: 1) The land capacity analysis completed earlier this year shows the city has ample land for the existing needs and priorities (jobs, redevelopment and urban ag), but work remains around better integrating these uses. 2) Ownership, possibly in some form of land bank, may be the best option for permanent markets and gardens. 3) The zoning code needs to be updated, but precedent for other use will remain an issue. 4) Building code and other requirements including project costs and financing will still affect the ability of developers to incorporate urban agriculture into development.

**December Stakeholder Meeting** – Homegrown Minneapolis stakeholders are being convened for a December 9<sup>th</sup> stakeholder meeting from 5:30 to 7:30 p.m. at the University Research and Outreach Center. The agenda includes celebration of two years of efforts and the kickoff of the 45-day review period for the Urban Ag Policy Plan.

**Communications Work Group** – June Mathiowetz noted the group has met once. The issues discussed included the two-year summary report, logo and branding, communication protocols and the website.

**Federal Funding Opportunities** – Gene Raineri from the City’s Intergovernmental Relations Department attended and noted that the Mayor and Council Member Johnson had met with federal staff recently in Washington D.C. about food-related funding. He noted the Healthy Food Financing Initiative (HFFI) of the current Administration is a collaboration of three agencies - the Departments of Treasury, Agriculture, and Health and Human Services - to eliminate food deserts in the U.S. in seven years. Most of the available funding is targeted at rural areas and community organizations and the City is not eligible to apply. The City can, however, potentially serve as a valuable partner to other entities in support of their projects.

**Local Food Policy Entity Work Group** – June Mathiowetz indicated that nearly half of the strategic planning interviews have been completed. Due to a busy Homegrown meeting schedule including the addition of a December stakeholder meeting, the two strategic planning sessions scheduled for November have been pushed to January 2011. The Implementation Task Force will be asked to weigh in with their ideas on the development of the third phase entity at future meetings.

**Homegrown Pilot Business Development Center** – Bob Lind and Jessica Green shared that CPED is developing a low-interest loan program to support emerging and next-step local food-related enterprises with up to \$10,000 in low-interest loans during 2011.

#### **Task Force Member Updates.**

David Nicholson noted that the Farmers Market group continues to meet to review the farmer's market ordinances in preparation for a revision process expected to start yet this fall. This group is also looking for funding to support a collaborative.

JoAnne Berkenkamp noted that two of the three farmers markets in the city now using Electronic Benefits Transfer (EBT) are wrapping up their work in October. An evaluation phase of the EBT effort is now underway and a report is anticipated to be completed by December 15<sup>th</sup>.

#### **Adjournment**

The meeting adjourned at 4:35 p.m.

**Homegrown Minneapolis  
Implementation Task Force Meeting  
Wednesday, November 17, 2010  
3:00–4:30 p.m.  
City Hall, Room 333**

**Meeting Minutes**

**Attendance:** Maggi Adamek, JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Robin Garwood (CM Gordon's Office), Greg Goeke (PW), Cam Gordon (City Council), Tim Jenkins (Regulatory Services), Cara Letofsky, June Mathiowetz, David Nicholson (Farmers' Markets)

**Guests in Attendance:** Megan O'Hara, Julie Ristau, Kelly Wilder

**Absences:** Karin Berkholtz (CPED), Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Diane Hofstede (City Council), Valerie Martinez (At-large representative), Kirsten Saylor (Gardening Matters)

**Welcome and Agenda Overview.** The meeting was chaired by Cara Letofsky and Cam Gordon.

**Project and Work Group Updates.**

**Local Food Policy Advisory Entity Work Group** – Julie Ristau reported that nearly 25 strategic interviews have been completed as part of the research of this working group and themes have emerged. She noted that one of the challenges of designing a new entity lies around jurisdiction as it relates to a regional food and agricultural economy. As the City completes the groundwork for its own future food policy council, there is much discussion occurring about a broader regional entity. To create the food system Minnesotans really want, it will be important to figure out how to design emerging food policy entities so they can fluidly work together across various jurisdictions. Another common theme identified was the need for more diverse food enterprise development. Julie noted specific feedback encouraged a food policy council to take a very active role in incubating and championing entrepreneurial efforts, developing more capital interventions, and supporting investment in microenterprises that have a slow profit incline.

June Mathiowetz added that she also heard concerns about loss of farmland, decreasing farmer income, and food-related projects fading away in cities that don't yet have sufficiently organized community support and funding for food-related work. She added that a number of project specific-ideas came out of conversations too, such as the development of public raspberry patches and the potential need for a local food broker to assist with smaller entity (nonprofits) food purchases.

The Implementation Task Force was asked to weigh in with their ideas on the development of a potential third phase food policy entity. Some of the thoughts offered included the need to: define the purpose of a new food policy council and then intentionally seek out people who can help move that work forward; build on the strength of the current Implementation Task Force model including the staff-council-community tri-chair model used with the working groups; build a future entity around the five food system areas of production, processing, distribution, consumption and waste management; find ways to concentrate more on education and training; and expand the space for a youth component to the work.

It further was noted that a strategic planning session has been scheduled for January 20th.

**December Stakeholder Meeting** – June Mathiowetz reminded everyone that Homegrown Minneapolis stakeholders are being convened for a December 9<sup>th</sup> stakeholder meeting from 5:30 to 7:30 p.m. at the University Research and Outreach Center. The agenda includes celebrating two years of Homegrown work and the kickoff of the review period for the Urban Ag Policy Plan. The Task Force members provided feedback on a more detailed draft agenda and clarified their role at the event.

**New Proposed Local Food Purchasing Work Group** – Kelly Wilder proposed establishing a new exploratory Local Food Purchasing Work Group to research locally grown food laws and local food purchasing policies (legal hurdles, feasibility, etc.) to determine if there is a need for a policy and, if so, to develop recommendations for consideration by policy makers and advocates. She is planning five meetings between December 2010 and June 2011. Hennepin County is being invited to join the effort. The group will look at efforts carried out in other cities and states.

**Communications Work Group** – Megan O’Hara noted the group met a second time to discuss the draft two-year summary report to be used at the December 9<sup>th</sup> event and a community engagement/communications plan. There was also initial discussion about the possibility of designating 2011 as “the year of local food” or similar designation and the Task Force indicated general support of the concept. Megan indicated that the working group hopes to have a more finalized community engagement/communications plan ready next month. More community members with communications expertise will be added to this working group as it develops its plan.

#### **Announcements.**

**Local Food Resource Network** - June Mathiowetz reported that a new Task Force assisting with the development of the Local Food Resource Network met for the first time.

**Xcel Urban Ag Project** – June Mathiowetz noted upon completion of the Phase I study, Xcel Energy quickly moved forward to collect soil samples before the ground froze for its Phase II study at the proposed project sites. They will contact us once the soil testing is complete.

**Women’s Environmental Institute** – Cara Letofsky reported that four people received scholarships to attend WEI’s Will Allen training during October. Cara read a thank you letter written by one of the participants who had found the training useful and inspiring.

#### **Task Force Member Updates.**

JoAnne Berkenkamp noted that for the past several years, IATP has partnered with Compass Group USA (one of the largest foodservice management companies in the US) to expand their purchases of locally grown produce from “Ag in the Middle” farmers. The pilot effort they began in Minnesota, North Carolina and the Washington, DC in 2009 was rolled out nationally in 2010, and Compass’ local purchases rose 25 percent in one year across the nation.

Maggi Adamek noted the College of Food, Agriculture and Natural Resource Science (CFAN) is undergoing its first curriculum overhaul in 40 years and developing an urban and regional food systems major as part of that work. She also noted that there are plans underway to expand the UROC model as a virtual entity to St. Paul to focus on food. Further, Maggi raised the question of whether Homegrown might want to consider developing an op-ed piece or a proclamation around changing the Farm Bill.

#### **Adjournment**

The meeting adjourned at 4:30 p.m.

**Homegrown Minneapolis  
Implementation Task Force Meeting  
Wednesday, December 15, 2010  
3:00–4:30 p.m.  
City Hall, Room 333**

**Meeting Minutes**

**Attendance:** JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Robin Garwood (CM Gordon's Office), Cam Gordon (City Council), June Mathiowetz, David Nicholson (Farmers' Markets), Erica Prosser (Mayor's Office)

**Guests in Attendance:** Amanda Arnold, Jill Keiner, Aly Pennucci, Kristina Smitten, Kelly Wilder

**Absences:** Maggi Adamek, Karin Berkholtz (CPED), Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Greg Goeke (PW), Diane Hofstede (City Council), Tim Jenkins (Regulatory Services), Cara Letofsky, Valerie Martinez (At-large representative), Kirsten Saylor (Gardening Matters)

**Welcome and Agenda Overview.** The meeting was chaired by Council Member Cam Gordon.

**Announcements.**

Amanda Arnold announced that the Urban Ag Policy Plan is posted on the website and out for public comment through January 31, 2011. [www.ci.minneapolis.mn.us/cped/urban\\_ag\\_plan.asp](http://www.ci.minneapolis.mn.us/cped/urban_ag_plan.asp)

The two opportunities to provide public comments at a meeting are:

- o Tuesday, January 11, from 6:30PM to 8:00PM at the Sabathani Community Center (3<sup>rd</sup> Floor)  
310 E. 38<sup>th</sup> Street
- o Thursday, January 20, from 2:00 to 3:30 at North Central Library, 1315 Lowry Ave. N.

The plan is tentatively scheduled for a public hearing before the City's Planning Commission on February 22, 2011 in City Hall, 350 South Fifth St., Room 317.

June Mathiowetz reported that the Local Food Resource Network's hub application process is complete and three pilot hubs will be established this year. There were three applications and all three were determined to be sufficiently organized to serve as a viable hub in year one of the project.

Erica Prosser was welcomed as the Mayor's new appointee to serve as the Co-Chair of the Task Force.

**Project and Work Group Updates.**

**Follow-up on December 9<sup>th</sup> stakeholder meeting.** June Mathiowetz noted that 72 people signed in at the community meeting held last week. Food for the event was donated by the Wedge, Seward and Linden Hills Co-Ops. The Task Force discussed event details and provided feedback for future meetings. The two-year Homegrown Minneapolis report developed for this meeting is now posted on the Homegrown website. [www.ci.minneapolis.mn.us/dhfs/FINAL\\_HGReport.pdf](http://www.ci.minneapolis.mn.us/dhfs/FINAL_HGReport.pdf)

**Local Food Sustainability Targets.** June Mathiowetz led a discussion about the draft language developed by the Local Food Sustainability Targets Working Group. Some of the baseline data for two of

the potential indicators has now been developed. Aly Pennucci and Amanda Arnold from Community Planning and Economic Development (CPED) provided context for the related maps they developed (**See attached Handout #1**). June will take the feedback that was offered and consider next steps.

**Community Garden Pilot Program Assessment.** Aly Pennucci and Amanda Arnold provided an overview of the evaluation completed on the Community Garden Pilot Program. Details can be found in **attached Handout #2** or in the Appendix of the draft Urban Ag Policy Plan currently out for review. [www.ci.minneapolis.mn.us/cped/docs/Community\\_Garden\\_Pilot\\_Program\\_Assessment.pdf](http://www.ci.minneapolis.mn.us/cped/docs/Community_Garden_Pilot_Program_Assessment.pdf)

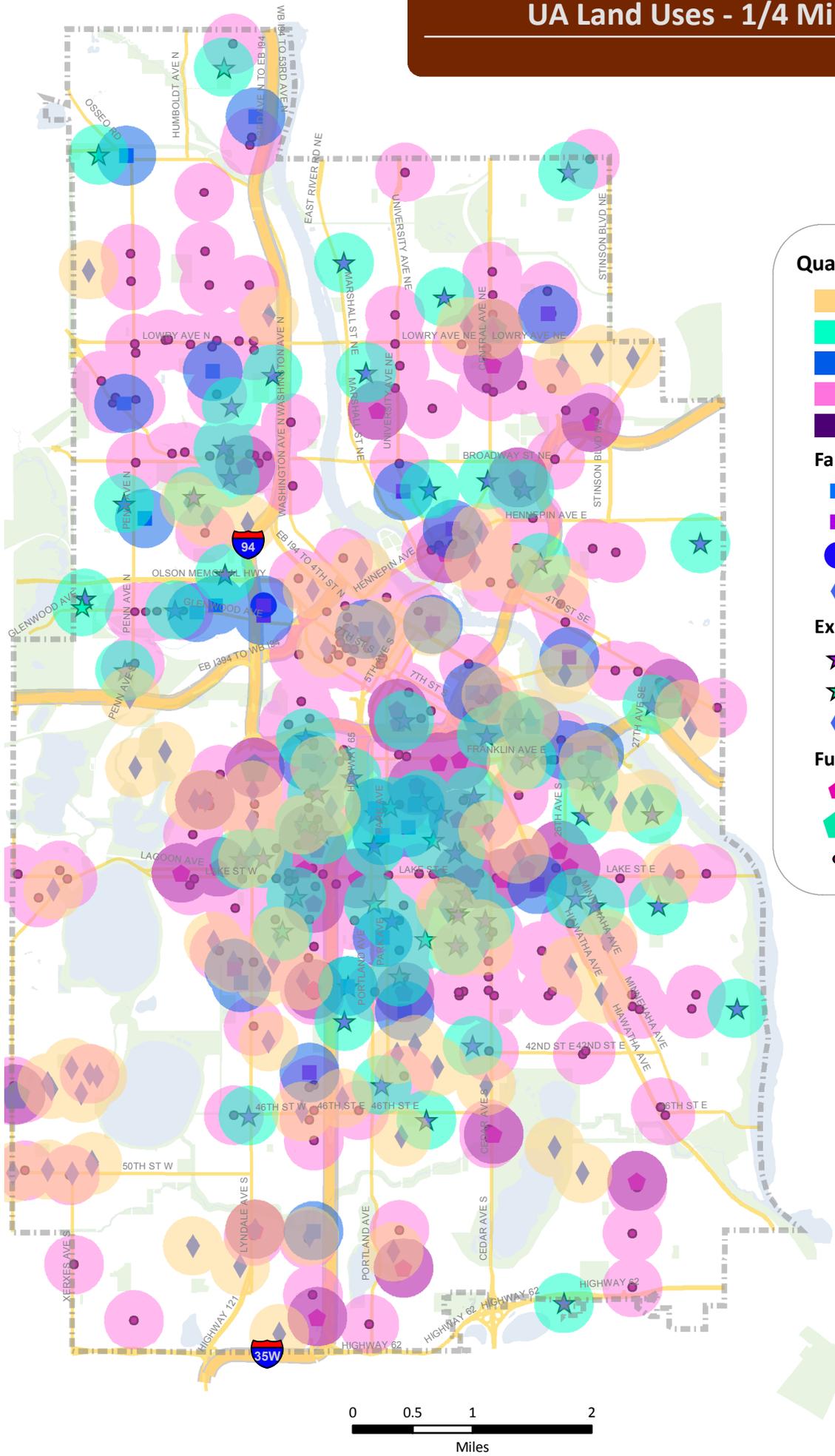
**Ordinance Changes Recommended by Farmers Market Managers.** Robin Garwood and David Nicholson walked the Task Force through a draft of ordinance and process improvement changes being recommended by a group of Farmers Market Managers. They noted the first presentation to City Regulatory Services and CPED Zoning staff will be made tomorrow (**See attached Handout #3**).

**Evaluation of Electronic Benefits Transfer at Farmers Markets.** JoAnne Berkenkamp reported on the recently completed evaluation of the Electronic Benefits Transfer (EBT) program at the farmers markets. The Institute for Ag and Trade Policy has compiled and presented data on the number of vendor-hours each year for Farmers Markets in Minneapolis. JoAnne also noted \$20,000 in ECT transactions were made across all three markets this year and \$7,000 in Market Bucks used. The data shows the relative scale of the various markets now in operation (**See attached Handout #4**). She noted the biggest challenge of EBT is the workload it creates for staff. The final report will be out in January 2011. Alison Moore raised the question of what type of communication should occur around the release of the information.

## **Adjournment**

The meeting adjourned at 4:40 p.m.

# UA Land Uses - 1/4 Mile Area of Influence

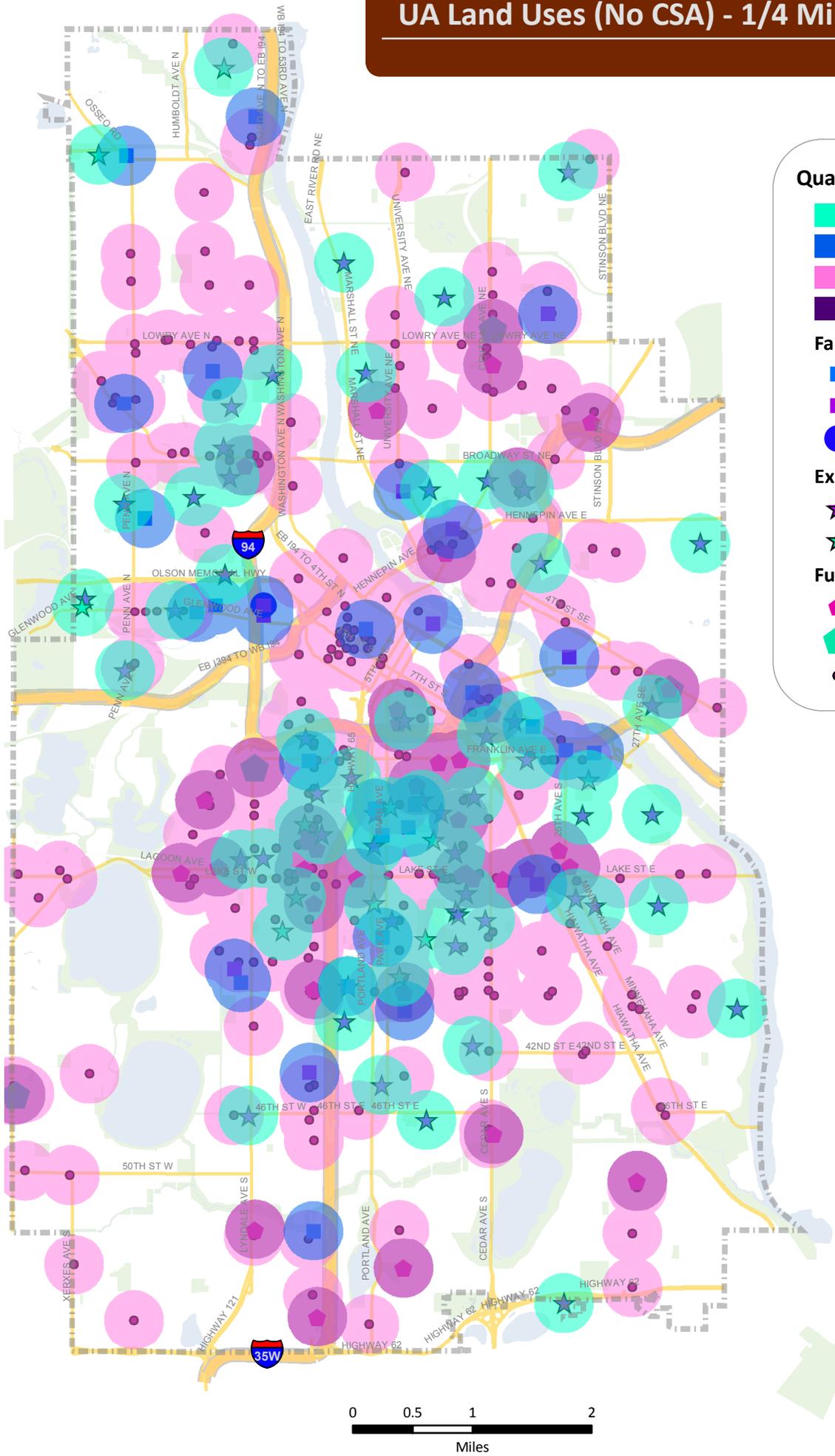


## Quarter Mile Area of Influence

- CSA
  - Community Garden
  - Farmers Market
  - Grocery Store License (all)
  - Full service grocery store
- Farmers Markets**
- Local Produce Market
  - Public Market
  - Municipal Market
  - CSA drop off locations
- Existing Community Garden**
- Food Production
  - Youth
  - CSA drop off locations
- Full service grocery store**
- Grocery Store
  - Co-op
  - Grocery Store License (all)



# UA Land Uses (No CSA) - 1/4 Mile Area of Influence

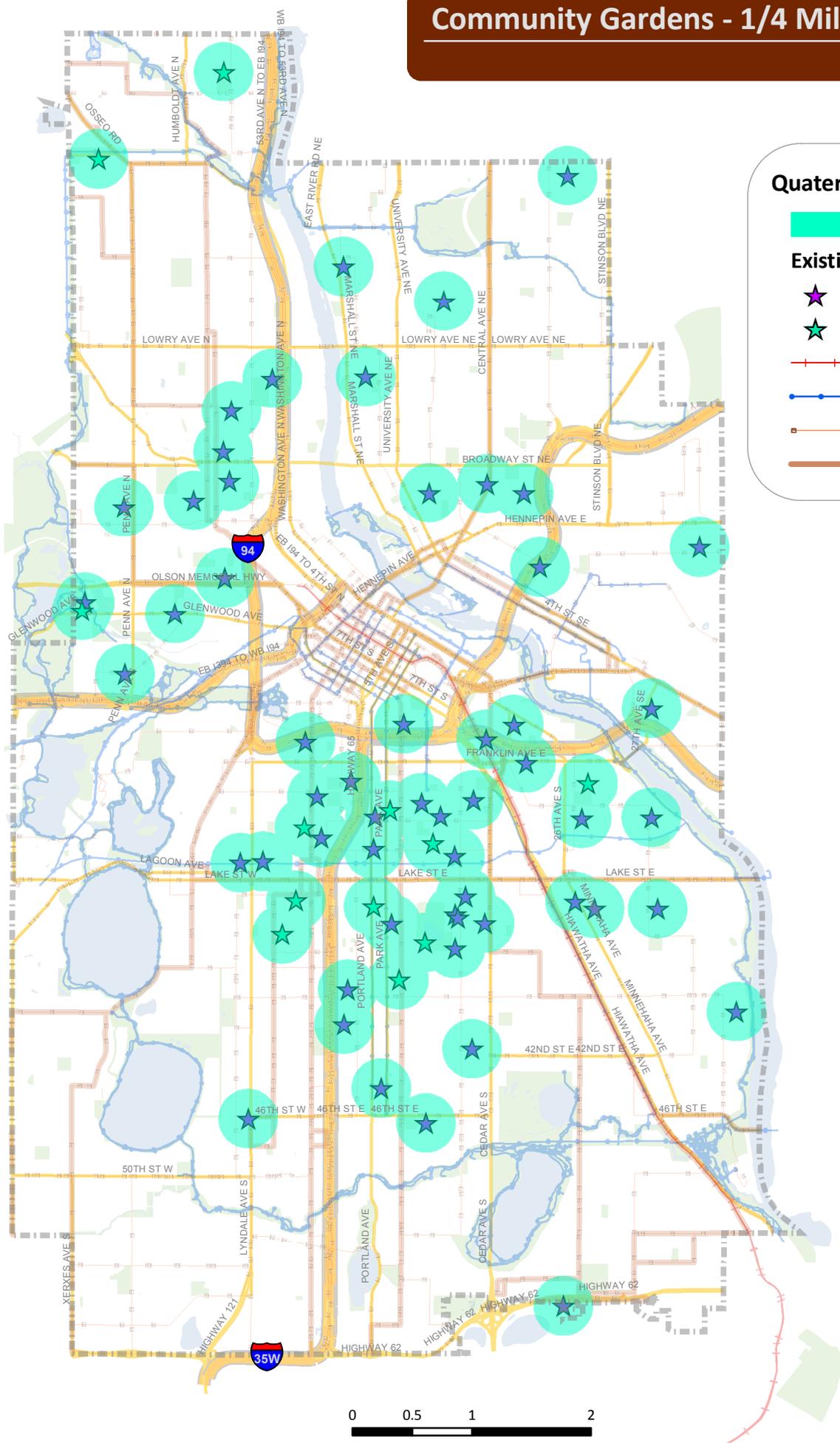


## Quarter Mile Area of Influence

- Community Garden
  - Farmers Market
  - Grocery Store License (all)
  - Full service grocery store
- Farmers Markets**
- Local Produce Market
  - Public Market
  - Municipal Market
- Existing Community Garden**
- Food Production
  - Youth
- Full service grocery store**
- Grocery Store
  - Co-op
  - Grocery Store License (all)



# Community Gardens - 1/4 Mile Area of Influence

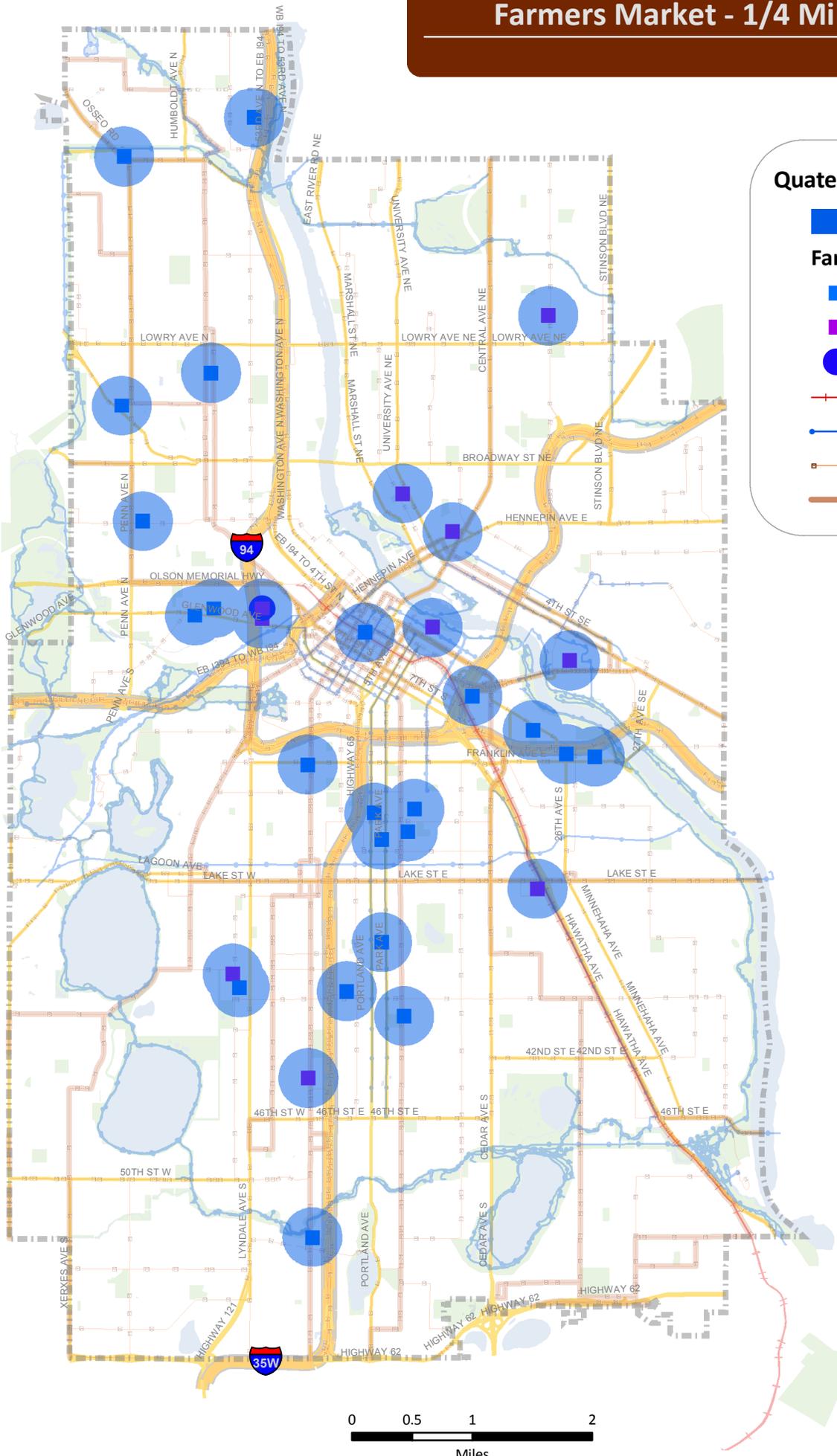


### Quarter Mile Area of Influence

- Community Garden
- Existing Community Garden**
  - ★ Food Production
  - ★ Youth
- +— Light Rail Line
- Trails
- Bus routes
- Hi-Frequency Bus Route



# Farmers Market - 1/4 Mile Area of Influence



## Quarter Mile Area of Influence

 Farmers Market

### Farmers Markets

 Local Produce Market

 Public Market

 Municipal Market

 Light Rail Line

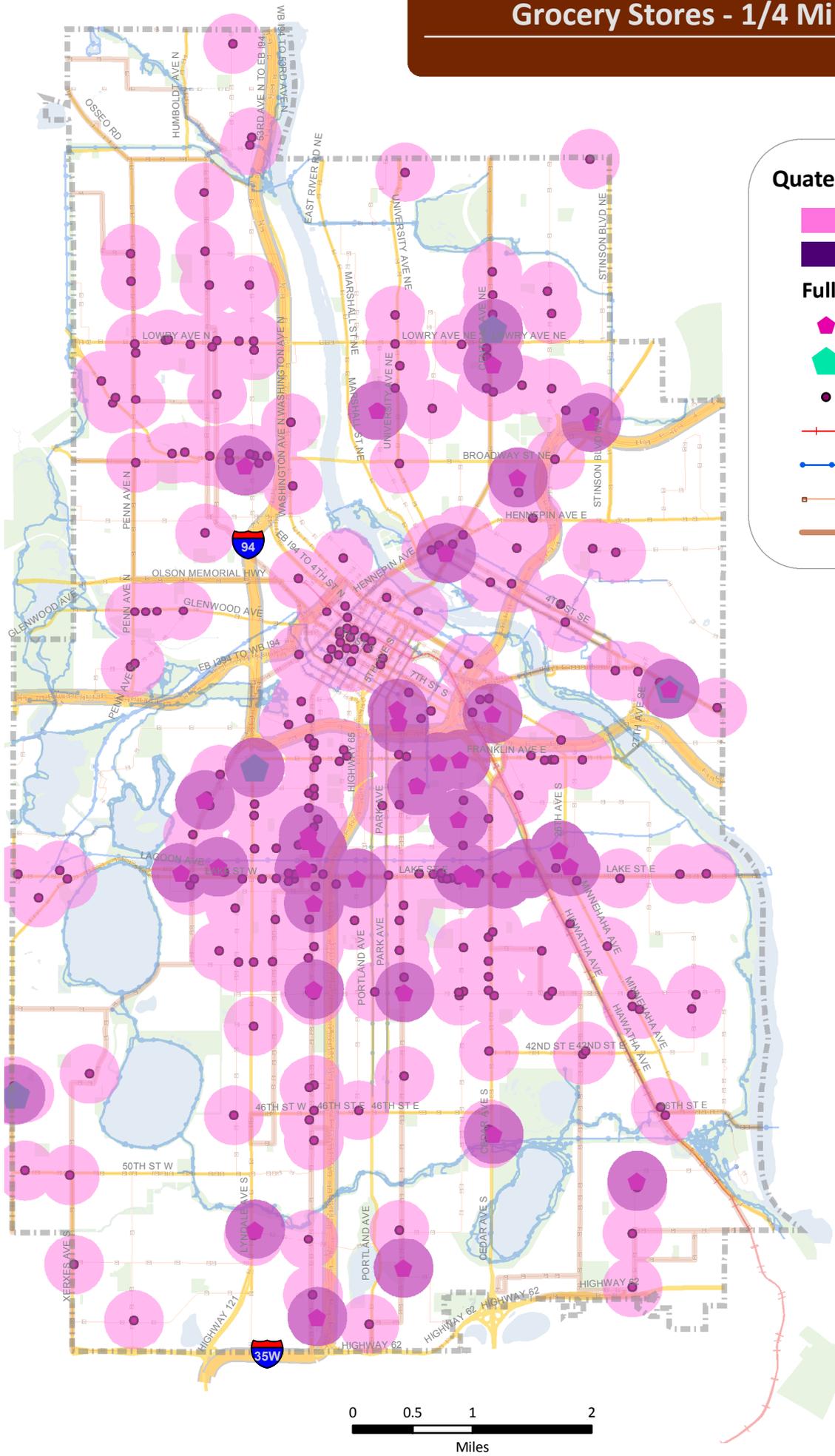
 Trails

 Bus routes

 Hi-Frequency Bus Route



# Grocery Stores - 1/4 Mile Area of Influence



## Quarter Mile Area of Influence

- Grocery Store License (all)
- Full service grocery store
- Full service grocery store**
- Grocery Store
- Co-op
- Grocery Store License (all)
- Light Rail Line
- Trails
- Bus routes
- Hi-Frequency Bus Route



# **Community Garden Pilot Program Assessment and Materials**

## Community Garden Pilot Program

### Overview—

The City's Comprehensive Plan, *The Minneapolis Plan for Sustainable Growth*, recognizes the role community gardens play in promoting access to good nutrition, improving the ecological footprint of the city, and providing spaces for human interaction, food production and beauty in our daily lives. Specific policy references include:

- Support the creation and improvement of community gardens and food markets which sell locally and regionally grown foods, and
- Where appropriate, support the planting of edible fruit and vegetable plants.

In addition to the policies in the Comprehensive Plan, the city's zoning code identifies community gardens as a principal use in all but two zoning districts in the city.

The Community Garden Pilot Program is one of nine City Council recommendations in the June 2009 resolution regarding Homegrown Minneapolis. The Community Planning and Economic Development Department (CPED) undertook this Pilot in partnership with the Departments of Health and Family Services (DHFS) and Public Works (PW). A work group representing city departments, Gardening Matters and city elected officials developed an application process and requirements for the pilot program. CPED conducted an analysis of city-owned parcels and development and application of criteria to determine suitability of parcels for community gardening. In addition, the Community Garden Pilot Program considered these issues:

- 1) Geographic locations of current community gardens to determine areas of the city where community gardens are not present;
- 2) Community garden programs and practices by other cities nationwide, and
- 3) Regulatory and legal requirements of the city.

This report describes development and implementation of the Pilot. It also suggests future actions related to communities gardening on city-owned parcels.

### Geographic analysis—

Geographic analysis for the Community Garden Pilot included a) identifying locations of existing community gardens in the city, b) creating a tool for analyzing suitability of city-owned parcels for community gardens based upon analysis of approaches in other cities nationwide, c) conducting a review of parcels in CPED and PW inventories and d) applying the tool to determine the number of parcels that could be available for community gardens. The analysis also took into consideration previous City Council policy direction regarding the sale of parcels for side yards and ordinance changes regarding residential development on narrow lots. A goal of the analysis was to determine which parcels in the city inventory are considered undevelopable and unbuildable and thus could be available for community gardens over the longer term, or permanently.

CPED developed an analytical tool after review and study of approaches used by cities including but not limited to Cleveland, Chicago, St. Paul and Seattle. CPED considered the governance structure of these cities regarding management of open space and parks. Most community gardens in the aforementioned locales are on open spaces and park lands managed by city-operated parks and recreation departments. No properties owned by the Minneapolis Park and Recreation Board were considered in this analysis as Minneapolis has a different context.

The sample below demonstrates information necessary to judge the suitability of a parcel for use as a community garden. The lot description is a list of characteristics of the site that may impact the ability to create a successful garden. The lot assessment allows for a more detailed description of a site based on the characteristics from the lot description as well and information available through aerial photography and site visits. The analysis includes consideration of zoning, adjacent land uses, access to water, proximity to other existing community or beautification gardens, access to sunlight and visibility of the parcel in terms of public safety. CPED conducted on-site analysis for each parcel that passed a preliminary screening by CPED and PW staff of being unbuildable or undevelopable.

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Lot Description Attribute	Value		
Address	1213 Spring Ave NE		
Neighborhood	Beltrami		
Property owner / agency	CPED		
Parcel size (sq. feet)	3089 sf		
Parking availability	On-street		
Proximity to transit	2 bus lines within 2.5 blocks		
Zoning	R2B		
Overlay zoning	None		
Adjacent land use(s)	Single family and duplex		
Attribute	Value	Attribute	Value
Impervious surface (approximate %)	0	Critical area (wetland, shoreland, Mississippi River overlays) (y/n)	N
Slope percent (steep slopes?) (y/n)	N	Significant trees/plant communities/ habitat (y/n)	N
City water access (y/n)		Suspected brownfield (y/n)	
Building(s) (y/n)	N	Tree canopy (approximate %)	0

Suitability: Bad  Medium  Good  X

Lot Assessment Proximity of Nearest Community Garden(s)	0.31 miles from a 'no data' garden; 0.43 miles to a beautification garden.
Solar Access	Most of parcel receives uninhibited full sun.
CPTED Analysis	Good visibility, good access.
Location on Block	Located on the north side of an east/west street adjacent to the alley.
General Site Condition/ Characteristics	<p>There is one medium sized boulevard tree that will inhibit a small portion of the lot's solar access. This looks like a great site. Adjacent house has a driveway that would act as a buffer to a community garden.</p> <p>The neighborhood is surrounded by industrial land and is cut off from nearby community gardens.</p>
Consistency with comp plan and guidance for future land use	Urban neighborhood

The CPED list of available parcels was initially 35, but based upon analysis of buildability from both housing and economic development perspectives, the list came to be 19 parcels. Adjacent property owners were noticed that these parcels may be used as community gardens. After neighbor objections of the use on one proposed parcel, the list of properties was reduced to 18. The 18 parcels were made available for community gardens in March 2010.

### Community Garden Pilot Application Process—

A Homegrown Minneapolis Work Group developed the application materials and process for the Community Garden Pilot. The materials included:

- Map of eligible sites and information sheets
- CPED Zoning guidance handout
- Sample site plan
- Applicant profile form and pilot program check list
- Resource list

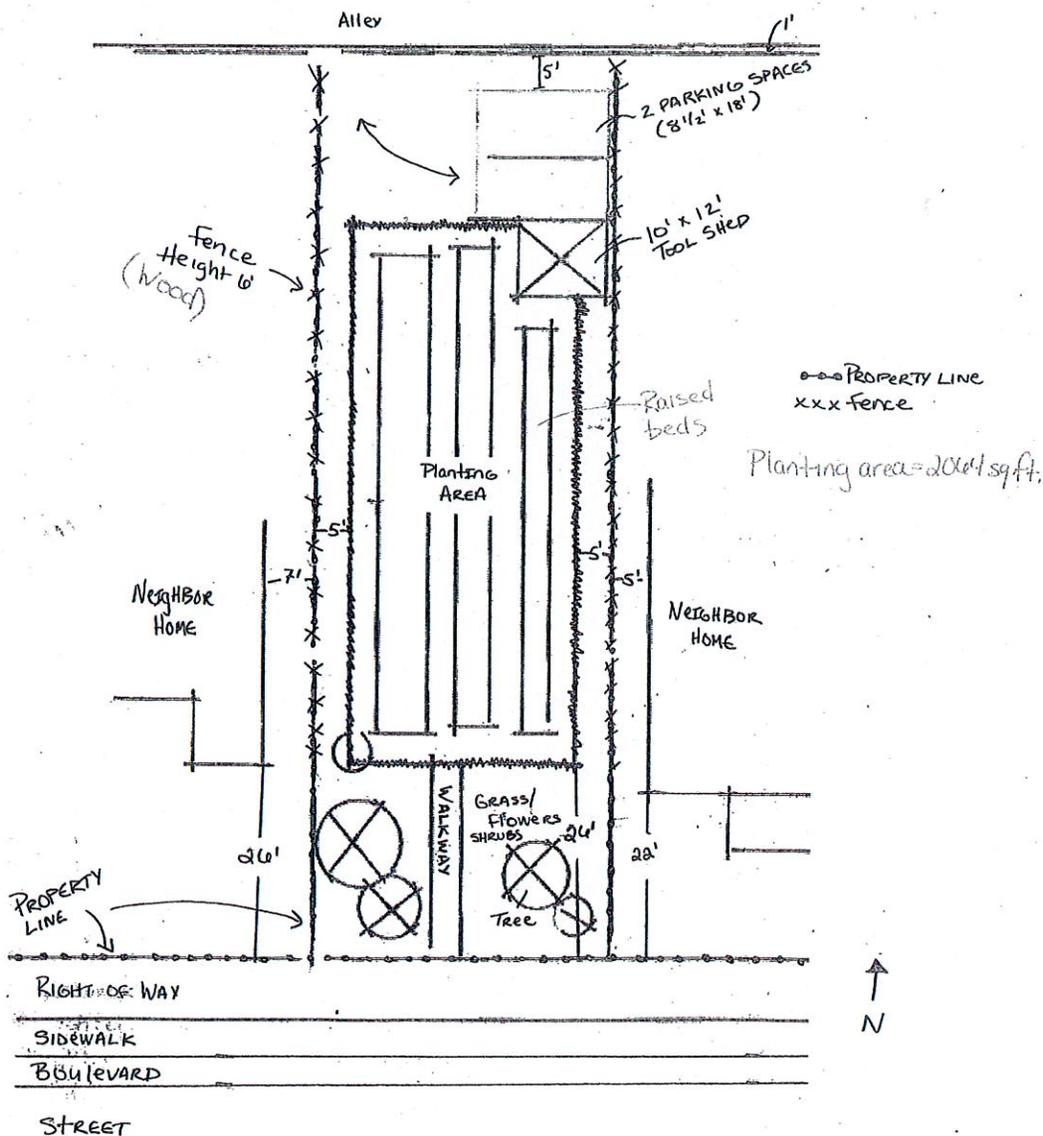
Staff designed a pre-lease checklist to help the neighborhood or not-for-profit group proposing the community garden prepare a management statement that describes how the site will be managed year-round and a community benefit statement describing how the garden would engage and benefit the surrounding community. A two-pronged process followed where part one is a pre-lease consultation and approval of a site plan, and part two is execution of the lease.

In March 2010 the City Council approved the new community garden lease, the first of its kind for Minneapolis. The lease defined a qualifying group for the pilot program as a not-for-profit or a group with a not-for-profit sponsor. The lease set out requirements for community gardens on city-owned parcels including: a) a refundable \$250.00 deposit as well as a lease fee of \$1.00 per year, an administrative fee of \$25.00 per lease, b) a certificate of liability insurance in an amount of no less than \$2 million with the City of Minneapolis listed as an additionally insured party, and c) a site plan illustrating the layout of the proposed community garden. .

PW provided analysis of water availability to each parcel identified for the pilot. Hennepin County conducted the soils analysis for the parcels. It was determined that any parcel with significant contamination would be removed from consideration under the pilot.

# Sample Community Garden Site Plan

prepared: March 22, 2010



Scale: 1" = 20'

The hand-drawn sample site plan was intentional to demonstrate that the exercise of developing a site plan was accessible. CPED required a site plan to ensure appropriate setbacks from property lines and to preserve lines of visibility for pedestrian and vehicular traffic. The Homegrown Minneapolis website hosted the application materials, including the checklist provided on the next page, for the Pilot.

## HOMEGROWN MINNEAPOLIS COMMUNITY GARDEN PILOT—PRE-LEASE CHECKLIST

<b>✓ When complete</b>	<b>Review and complete this checklist. A completed checklist is required to enter into a lease for a community garden in the City of Minneapolis.</b>
	<b>Set up pre-lease consultation with Aly Pennucci from CPED Zoning to review list of parcels, zoning standards, site plan requirements and to obtain copy of leasing requirement.</b> ( <a href="mailto:aly.pennucci@ci.minneapolis.mn.us">aly.pennucci@ci.minneapolis.mn.us</a> or 612-673-5342)
	<b>Complete applicant profile form</b>
	<b>Develop a site plan for the community garden and submit to CPED Zoning Staff for review (sample attached) Indicate the following:</b> <ul style="list-style-type: none"> <li>▪ All property lines</li> <li>▪ Indicate north arrow and date plan was drawn</li> <li>▪ Streets, alleys and sidewalks including existing curb cuts.</li> <li>▪ Adjacent property uses</li> <li>▪ Number of garden plots, plot size, and overall garden area (sq. ft.)</li> <li>▪ Lay-out of garden plots and pathways: <input type="checkbox"/> raised beds or <input type="checkbox"/> in ground garden plots</li> <li>▪ Size and location of signage</li> <li>▪ Type, location and height of fencing</li> <li>▪ Location of storage for gardening equipment</li> <li>▪ Access point to water</li> <li>▪ Location of and compost, refuse and recycling storage containers</li> </ul>
	<b>Receive approval from CPED Zoning Staff for the community garden site plan.</b>
	<b>Provide certificate of liability insurance</b> an amount of no less than \$2 million with the City of Minneapolis listed as an additionally insured party.
	<b>Copy of a letter or email, sent to the applicable neighborhood group(s) and city council office, explaining the proposed community garden project.</b> The letter must contain the address of the selected site, the primary organization name and contact information and the garden contact's name, address, telephone number, and e-mail address, if available.
	<b>Provide a 300-word maximum typed (12 pt font) Community Garden Management Statement</b> which describes the use of the property for the duration of the lease, including but not limited to the storage of gardening equipment and materials, watering supply, frequency of visits, etc.
	<b>Provide a 300-word maximum typed (12 pt font) Community Engagement and Benefits Statement</b> which describes how the sponsor organization will garner support for the garden, what methods of engagement will be used, and what benefits will the garden bring to the community.
	<b>Consult with Gardening Matters to secure support for your community garden from property owners within 100 feet of the subject site.</b>
	<b>A check payable to the City of Minneapolis for \$276 (lease fee of \$1.00 per year, an administrative fee of \$25.00 per lease and a refundable damage deposit of \$250.00).</b>
	<b>Provide two copies of the completed checklist and required documents to CPED Real Estate Development Services.</b> Contact Kaye Anderson in CPED Real Estate Development Services to schedule a an appointment to submit ( <a href="mailto:kaye.anderson@ci.minneapolis.mn.us">kaye.anderson@ci.minneapolis.mn.us</a> or 612-673-5051)

## Implementing the Community Garden Pilot—

Homegrown Minneapolis promoted the Community Garden Pilot in early March 2010 at the Gardening Matters Resource Fair and noticed the initiative via a press release and press event and through direct emails to neighborhood organizations.

CPED launched the Community Garden Pilot in March 2010 and executed the first lease one month later. The list of eligible parcels went through several iterations after soil testing and after input from council members and residents. A fifth lease was executed in November 2010.

Number of inquiries (estimate, includes email, phone calls and 311 inquiries): 50

Number of consultations: 18

Number of approved site plans: 8

Number of executed leases: 5

## Analyzing the Community Garden Pilot—

Policy considerations—the initial analysis of suitability is complicated by the reality that most lots, depending upon the proposed use, are buildable. For example, in 2006 City Council adopted an amendment to the zoning code entitled the *Minimum Dwelling Width, Authorized Variance Ordinance* No. 2006-OR-103 (adopted 9/22/06). This amendment authorizes property owners to apply for a variance to reduce the minimum width of proposed residential buildings, from single-family dwellings though four-unit buildings (Chapter 525). This means that narrow lots, previously deemed unbuildable could now be developed for residential uses. This is one example of policy that makes the analysis of parcels for community gardens intricate and challenging.

The policies related to a damage deposit and certificate of liability insurance were viewed by a few organizations as burdensome. The damage deposit being refundable provided the gardening organization maintained the site year-round, including shoveling in the winter did not incent some groups to enter into leases even with approved site plans.

Extending the term of a lease from one year to three to five years depending on the gardening experience of the group was neutral in impact. It did not incent or discourage organizations from entering into leases. The added certainty that these parcels could be available for community gardening for the long-term did not generate the anticipate demand for land. That the majority of current community gardens are on sites affiliated with churches or other institutions and the demand for city-owned parcels was less than robust raises the question of whether community gardens are appropriate for city-held parcels.

Timing considerations—the timing of the pilot was not optimal in several respects: a) by the time the pilot was launched all compost provided through the Gardening Matters and Public Works partnership was spoken for, b) availability of soil testing results came after the pilot was launched and may have contributed to a slow start to the program; and c) by March and April most groups interested in creating a community garden are beyond the planning phase.

Market considerations—understanding the market for urban agriculture, be it community or beautification gardens or market gardens seems to be an issue as more inquiries were received from individuals seeking land to raise produce for-profit rather than for community use.

Coordination considerations—presently there isn't a mechanism for new community gardens to access the PW-Gardening Matters composting program. New community gardens then must seek soil and compost from other sources which adds to the up-front development costs for a community garden. Encouraging on-site composting, or improving the link to the program or increasing the capacity for composting at various locales city-wide may warrant exploration in future iterations of the Pilot or Homegrown Minneapolis.

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## **City of Minneapolis Community Gardens Pilot Program**

### **A community garden is ...**

A community garden is a lot where a group grows and maintains plants for food, for beauty, or both. Community gardens make Minneapolis more beautiful, provide healthy food and build community.

Minneapolis supports community gardens in its commitment to promoting access to good nutrition, improving the ecological footprint of the city, encouraging active and healthy living and providing spaces for human interaction, food production and beauty in our daily lives.

### **The pilot program**

The Homegrown Minneapolis Community Gardens Pilot Program will make leases available for community gardens on 18 City-owned lots. These 18 lots were selected for their “non-buildable” qualities. This means that they will remain available for years of gardening even as the economy changes and redevelopment picks up. Lots are available first-come, first-served to qualifying groups. Experienced community garden groups may be eligible for three- to five-year leases, while groups gardening for the first time will start with one-year leases.

A qualifying group is a not-for-profit or a group with a not-for-profit sponsor. The garden will need to have liability insurance. Be ready to discuss the layout of the community garden, how it will be managed and how it will engage and benefit the community.

### **The process**

You’ll begin with a consultation to go over the process and the program requirements. If you decide this program is right for your group, you’ll draw a site plan. Once it is reviewed and approved, you’ll complete an application checklist and set up an appointment for a lease consultation. If everything checks out, you’ll sign a lease.

### **Gardening Matters!**

Gardening Matters is an important resource for you and a key partner in this pilot program. Call (612) 492-8964 or e-mail [info@gardeningmatters.org](mailto:info@gardeningmatters.org), and make sure to visit [www.gardeningmatters.org](http://www.gardeningmatters.org) to take full advantage of the help available.

### **For more information**

For more information about the Minneapolis community gardens pilot, call (612) 673-2597 or watch [www.ci.minneapolis.mn.us/dhfs/homegrown-home.asp](http://www.ci.minneapolis.mn.us/dhfs/homegrown-home.asp) for the rollout announcement.

**HOMEGROWN MINNEAPOLIS COMMUNITY GARDEN PILOT PROGRAM**  
**APPLICATION PROCESS**

1) Contact Aly Pennucci from CPED Zoning to schedule a Pre-lease consultation ([aly.pennucci@ci.minneapolis.mn.us](mailto:aly.pennucci@ci.minneapolis.mn.us) or 612-673-5342) and receive the following:

- Map of eligible sites and information sheets
- CPED Zoning guidance handout
- Sample site plan
- Applicant profile form and pilot program check list
- Resource list

**\*\*Please note: A qualifying group for the pilot program is a not-for-profit or a group with a not-for-profit sponsor.\*\***

2) Applicant submits 3 copies of completed community garden site plan to CPED Zoning staff (Aly Pennucci). One copy will be retained by CPED Zoning, one copy is submitted to CPED Real Estate Services by the applicant with other documents required for the lease agreement, and one copy is retained by the applicant. Zoning review of site plan may take 15 days.

Please note: CPED Zoning approval of the site plan does not complete a lease agreement. Leases are subject to review and approval by CPED Real Estate Development and Public Works Departments.

3) Supply a certificate of liability insurance in an amount of no less than \$2 million with the City of Minneapolis listed as an additionally insured party. The certificate can be faxed to (612) 673-5036. No applications can be executed without proof of insurance coverage.

4) Following approval of the site plan, the applicant completes the community garden pilot program checklist and contacts Kaye Anderson in CPED Real Estate Development Services ([kaye.anderson@ci.minneapolis.mn.us](mailto:kaye.anderson@ci.minneapolis.mn.us) or 612-673-5051) to schedule an appointment to submit. *Submittals for parcels available for community gardens are accepted on a first come, first served basis.*

5) Letters will be sent for incomplete submittals. Complete proposals will be processed in advance of incomplete proposals, no parcels will be held in a queue pending submission of a complete proposal.

6) Complete submittals that are approved may proceed to leasing.

7) Lease agreement will be drafted by Kaye Anderson in CPED Real Estate Development Services ([kaye.anderson@ci.minneapolis.mn.us](mailto:kaye.anderson@ci.minneapolis.mn.us) or 612-673-5051).

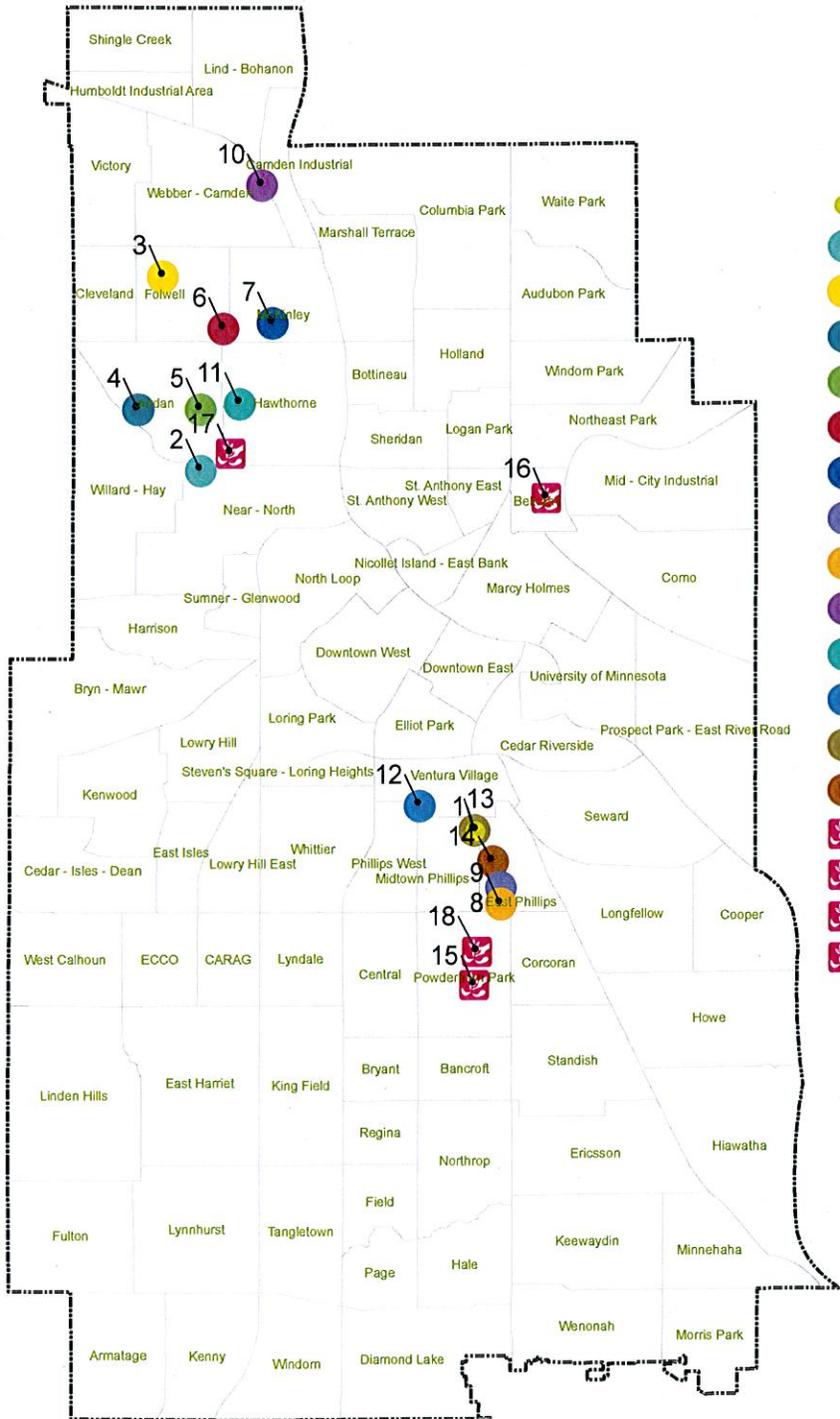
8) Applicant and City finalize lease agreement

## HOMEGROWN MINNEAPOLIS COMMUNITY GARDEN PILOT—APPLICANT PROFILE

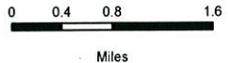
*Complete this worksheet to determine eligibility for the Community Garden Pilot. A completed worksheet is needed to enter into a lease with the City of Minneapolis for a Community Garden.*

<b>Sponsor Organization</b> (This organization is the entity authorized to enter into a lease with the City of Minneapolis. The person identified as the primary contact will be the primary contact for the leasing process.)	Name	
	Primary Contact	
	Mailing Address Including City, State and Zip Code	
	Phone Number	
	Fax	
	Email	
	501(c)3 Status/Tax ID	
	Year Established	
<b>Primary Organization</b> (If not the sponsor organization, this organization is the body that will manage the community garden.)	Name	
	Mailing Address Including City, State and Zip Code	
	Phone Number	
	Fax	
	Email	
<b>Garden Contact</b> (This person will be the primary contact for staff on an on-going basis for the duration of the lease regarding garden operations.)	Name	
	Mailing Address Including City, State and Zip Code	
	Phone Number	
	Fax	
	Email	
<b>Property Information</b> (parcel your community would like to garden)	Address(es)	
	Identification Number	
	Legal Description	
	Lot Area	
	Zoning Classification(s)	

# City Parcels Available for 2010 Community Garden Pilot Homegrown Minneapolis



- 1: 1508 25th St E
- 2: 1313 Golden Valley Rd
- 3: 1912 36th Ave N
- 4: 2510 Penn Ave N
- 5: 2516 Humboldt Ave N
- 6: 3246 Emerson Ave N
- 7: 3308 6th St N
- 8: 2820 18th Ave S
- 9: 2928 18th Ave S
- 10: 4169 Washington Ave N
- 11: 918 26th Ave N
- 12: 2213 Chicago Ave
- 13: 2445 15th Ave S
- 14: 2640 17th Ave S
- 15: 3437 15th Ave S (leased)
- 16: 1213 Spring St NE (leased)
- 17: 2101-2105 Dupont Ave N (leased)
- 18: 3230 Bloomington Ave (leased)



## City of Minneapolis

Created by: Community Planning and Economic Development - Planning Division  
Updated on: October 27, 2010





**City of Minneapolis  
Community Planning & Economic Development  
Planning Division**

**250 South 4<sup>th</sup> Street, Room 300  
Minneapolis MN 55415-1316  
612-673-3000**

A community gardens is a permitted use in all zoning districts apart from the B4 Downtown Business District and the I3 General Industrial District, provided that the use complies with all other applicable provisions of the district in which it is located and all other applicable regulations of the zoning code. This document outlines the regulations that generally apply to community garden uses across all districts. For information on a specific location please contact CPED Zoning staff.

**535.220. Purpose.** Yard controls are established to provide for the orderly development and use of land and to minimize conflicts among land uses by regulating the dimension and use of yards in order to provide adequate light, air, open space and separation of uses.

**535.230. Required yards.** Yard requirements shall be as specified in the applicable zoning district.

**535.240. Yard requirements for outdoor uses.** Where a lot is to be occupied for a use without buildings, the required front, side and rear yards shall be provided and maintained, except as otherwise provided in this zoning ordinance.

**535.80. Screening of refuse and recycling storage containers.** Refuse and recycling storage containers shall be enclosed on all four (4) sides by screening compatible with the principal structure not less than two (2) feet higher than the refuse container or shall be otherwise effectively screened from the street, adjacent residential uses located in a residence or office residence district and adjacent permitted or conditional residential uses.

**536.10. Purpose:** Specific development standards are established to provide supplemental regulations to address the unique characteristics of certain land uses.

**536.20. Specific development standards.** Community garden.

- (1) Overhead lighting shall be prohibited.
- (2) Signage shall be limited to a single, non-illuminated, flat sign of four (4) square feet.
- (3) No more than two (2) vehicles shall be parked on-site, excluding those parked within an enclosed structure.
- (4) No retail sales shall be permitted, except as an approved temporary use, as specified in Chapter 535, Regulations of General Applicability.

City of Minneapolis  
Community Gardens Pilot Program

Community gardener resources

**Gardening Matters** serves as a central clearinghouse for community gardening resources in the Twin Cities: <http://gardeningmatters.org>. The website includes a Gardening Matters fact sheet on building community support for your garden: <http://gardeningmatters.org/resources/gaincmty-support.pdf>.

**University of Minnesota Extension** provides a variety of resources on gardening, including information on plants, sustainable design, insect identification and management, and soil analysis. [www.extension.umn.edu/gardeninfo](http://www.extension.umn.edu/gardeninfo)

**American Community Garden Association** works to create new resources for community gardens, coordinates an annual conference, and has online resources and informative lists of all topics involving community gardens. [www.communitygarden.org](http://www.communitygarden.org)

**National Gardening Association** is a resource of plant information, has a free newsletter, and provides links for gardeners. Periodically, information about grants and other available funds is available. [www.garden.org](http://www.garden.org)

**Do It Green! Minnesota** is a resource for gardeners interested in sustainable gardening and healthy communities. [www.doitgreen.org](http://www.doitgreen.org)

**Plangarden** is a software tool made exclusively for vegetable gardeners. [www.plangarden.com](http://www.plangarden.com)

**Guidance on at-home composting** from the City of Minneapolis Public Works Department. [www.ci.minneapolis.mn.us/solid-waste/compost.asp](http://www.ci.minneapolis.mn.us/solid-waste/compost.asp)

**Obtaining compost** for Minneapolis community gardens from the City of Minneapolis. Find out if you are eligible and how to get it. [www.gardeningmatters.org/resources/compost.html#mpls](http://www.gardeningmatters.org/resources/compost.html#mpls).

**Garbage removal.** The community garden leaseholder is responsible for keeping the site clean and free of debris and trash. [www.ci.minneapolis.mn.us/solid-waste/clean-city.asp](http://www.ci.minneapolis.mn.us/solid-waste/clean-city.asp)

**Yards 2 Gardens.** Whether you have extra space in your yard, extra tools in the garage, extra seeds or seedlings, or are just looking for a space to garden, Y2G makes it easy to share what you've got or find what you're looking for. [www.y2g.org](http://www.y2g.org)

The **Minnesota State Horticultural Society** offers a wealth of resources to gardeners ranging from classes, gardening information and assistance and a resource library. <http://www.northerngardener.org/index.asp>

For information about the **Homegrown Minneapolis Community Gardens Pilot Program**, call 311 or visit [www.ci.minneapolis.mn.us/dhfs/homegrown-home.asp](http://www.ci.minneapolis.mn.us/dhfs/homegrown-home.asp).

## Farmers Market Manager Recommendations for Ordinance and Process Improvements

### 1) Create new “Farmers Market” License Type

Requirements/Characteristics:

- a) Farmers Markets must contain a minimum of **60%** of producers between July 1 and October 1 whose goods qualify them as “exempt” agricultural producers under the Minneapolis Farmers Licensing Exemption (not including “Pickle Bill” or home processor vendors), including vegetables, fruits, eggs, meat (including sausage and other processed meats), dairy (including cheese), fish, plants, flowers, honey, maple syrup, wild rice, other wild-crafted or wild-harvested foods, and other whole products of farm and field.
- b) Farmers markets may contain a maximum combined total of **40%** between July 1 and October 1 of the following vendor types:
  - i. distributors of “non-exempt” foods, as long as those foods are not in season and available at the market from local producers.
  - ii. producers of self-made prepared foods (including “Pickle Bill” and Home Processor vendors)
  - iii. producers of self-made foods intended for immediate consumption on-site
  - iv. producers of self-made art or crafts
  - v. vendors of services intended for immediate consumption
- c) Farmers Markets may **not** contain vendors of the following types:
  - i. vendors selling any business’ non-food product as an agent, franchisee, distributor, licensee; or on consignment; or by any other third-party arrangement.
  - ii. vendors selling non-food items such as “vintage,” “found,” “reclaimed,” or “recycled” objects, or any other objects not originally manufactured by the vendor unless those objects have been substantially transformed by the vendor into objects of dissimilar form or function from the original.
- d) A Farmers Market must be either a subsidiary or project of a Minnesota nonprofit organization or itself be incorporated or organized as a Minnesota nonprofit organization.
- e) Farmers Markets must provide a set of bylaws, or in the case that the market is sponsored by another organization, a set of approved operating rules along with the bylaws of the sponsoring organization, that address the market’s ownership, governance structure, decision-making process, the vendor relationship to the market organization and the means by which vendors’ interests are represented and protected in the governance of the market.
- f) Farmers Markets must become authorized to accept FMNP, S/FMNP, WIC-CVV, and any other similar food assistance programs (not including SNAP-EBT) within 12 months of obtaining an initial operating permit.
- g) Farmers Markets must take place outdoors, with the exception of up to six indoor events per year.

### 2) Create new “Mini Market” License Type

Requirements/Characteristics:

- a) Local Produce Markets may contain **up to five** vendors, all but one of which must be

producers whose goods qualify them as “exempt” agricultural producers under the Minneapolis’ Farmers Licensing Exemption (not including “Pickle Bill” or home processor vendors), including vegetables, fruits, eggs, meat (including sausage and other processed meats), dairy (including cheese), fish, plants, flowers, honey, and other products of farm and field, and wild-crafted or wild-harvested foods.

b) Local Produce Markets may contain **up to 1** distributor of **only** fresh fruits and vegetables, as long as those foods are not in season and available at the market from local producers.

c) Local Produce Markets may **not** contain vendors of the following types:

- i. producers of self-made prepared foods (including “Pickle Bill” vendors)
- ii. producers of self-made foods intended for immediate consumption on-site
- iii. vendors of non-food items
- iv. vendors of services

d) Local Produce Markets must take place outdoors, with the exception of the six indoor events per year.

e) Local Produce Markets should face substantially lower barriers to entry than any other type of market in order to facilitate their role in providing healthy food access. This includes lower fees, no or few licenses, and a simple and expedited regulatory review process.

### **3) Significantly Alter “Public Market” License Type**

Requirements/Characteristics:

a) Public Markets may contain vendors selling self-produced goods, of any type, with a maximum of 1 or 10% of vendors, whichever is greater, being distributors of “non-exempt” foods, as long as those foods are not in season and available at the market from local producers. This includes:

- i. Producers whose goods qualify them as “exempt” agricultural producers under the Minneapolis Farmers Licensing Exemption
- ii. producers of self-made prepared foods (including “Pickle Bill” and Home Processor vendors)
- iii. producers of self-made foods intended for immediate consumption on-site
- iv. producers of self-made art or crafts
- v. vendors of services intended for immediate consumption

b) Public Markets may **not** contain vendors of the following types:

- i. vendors selling any business’ non-food product as an agent, franchisee, distributor, licensee; or on consignment; or by any other third-party arrangement.
- ii. vendors selling non-food items such as “vintage,” “found,” “reclaimed,” or “recycled” objects, or any other objects not originally manufactured by the vendor unless those objects have been substantially transformed by the vendor into objects of dissimilar form or function from the original.

c) Public Markets must be either a subsidiary or project of a Minnesota nonprofit organization or itself be incorporated or organized as a Minnesota nonprofit organization.

d) Public Markets must provide a set of bylaws, or in the case that the market is sponsored by another organization, a set of approved operating rules along with the bylaws of that organization, that address the market’s ownership, governance structure, decision-making process, and the means by which vendors’ interests are represented and protected in the governance of the market.

e) Public Markets may take place outdoors or indoors.

#### **4) Include New Activities as Part of Market Licenses**

For all market types, include the following activities as part of licenses:

a) Live amplified music

b) Market-sponsored food and cooking demos that include handing out samples to market patrons

c) Right-of-way closures as approved by the Department of Public Works

d) Only vendors of food intended for immediate consumption should be required to sell from a paved surface.

e) Up to six indoor markets per year (with the exception of Public Markets, which may be indoor or outdoor)

#### **5) Define Terms**

Work with Farmers Market stakeholders to define at least the following terms: Farmers Market, Local Produce Market, Public Market, Municipal Market, Producer, Vendor, "Exempt" Vendor, Immediately Consumable Foods, Prepared/Value Added Foods, Market Distributor, Market Manufacturer, and Farmer.

#### **6) Improve Licensing Processes**

a) **Set an annual date and time for City regulatory staff to meet with Market stakeholders**, to communicate any changes in licensing or regulatory processes and facilitate coordination between Markets and the City. This meeting should take place before the applications for licenses and exemptions are sent out.

b) **Limit mid-season changes in policy or application process.** While it is clear that some situations create an urgent need for policy or process changes, these changes have negative impacts on Markets, and should be limited to those that are absolutely necessary. Any mid-season changes should be communicated to Market stakeholders in a meeting similar to the annual regulatory review meeting.

c) **Cease double licensure of meat and dairy producers.** The Minnesota Constitution provides that "any person may sell or peddle the products of the farm or garden occupied and cultivated by him without obtaining a license therefor." The City of Minneapolis is arguably violating this portion of the Minnesota Constitution by requiring City licenses for meat and dairy producers. Additionally, this license is redundant to the State food safety licenses required by all meat, liquid dairy and cheese processors. No City license should be required for meat and dairy producers selling their own farm products, and they should be included in the "exempt" category for issues such as the 60% "exempt" vendor requirement for Farmers Market licenses.

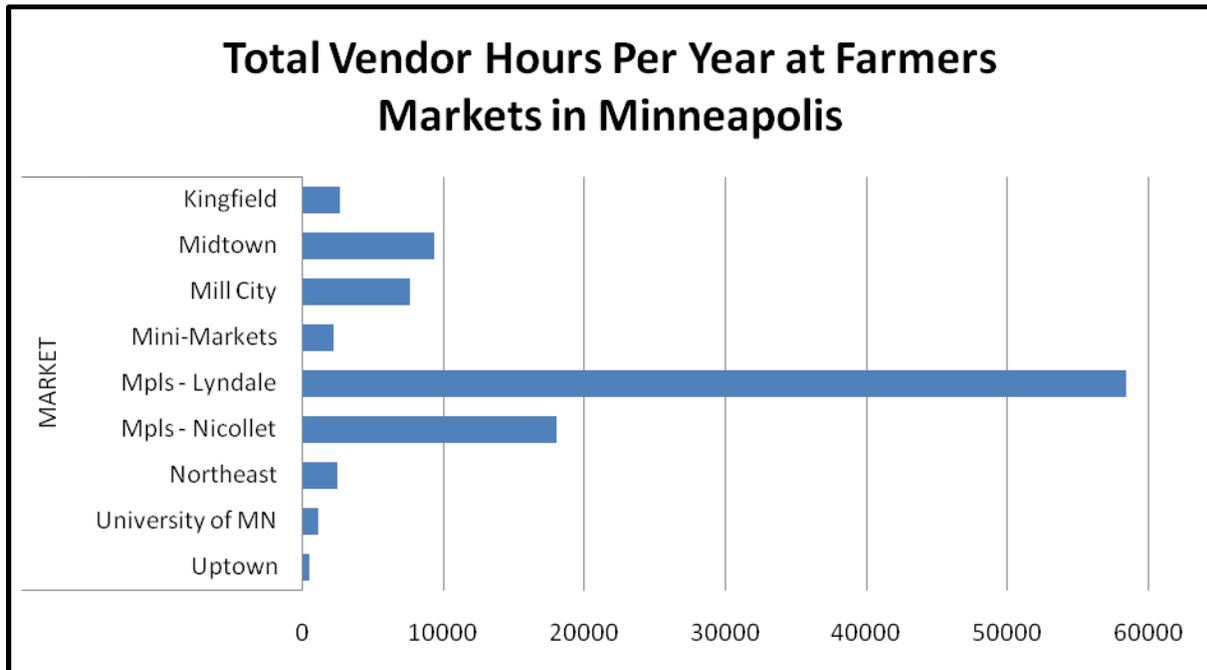
## **7) Minimally Alter Municipal Market Ordinance**

a) Draft an addition to the Municipal Market ordinance that would specifically allow and define the Farmers Market Annex as a for-profit venture directly contiguous to the Municipal Market, and provide for its licensure.

b) Remove the complete prohibition on sales of food intended for immediate consumption in the Nicollet Mall market.



The chart below shows the number of vendor hours per year at each farmers market in Minneapolis, a rough estimate of the “scale” of various farmers markets around the city. Figures were calculated by multiplying the number of market vendors by the number of hours that each market was scheduled to be open in 2010. Vendor hours for the 21 mini markets are aggregated and shown as a group below. Detailed figures for all of the markets is provided on page 2.



**Vendor Hours per year**

Market	Vendor Hours Per Year
Minneapolis – Lyndale	58,422
Minneapolis – Nicollet	18,000
Midtown	9,390
Mill City	7,680
Kingfield	2,700
Northeast	2,520
Mini-Markets	2,229
University of Minnesota	1,120
Uptown	540
<b>Total:</b>	<b>102,601</b>

