

Report to the NRP Policy Board

FROM: David Rubedor, NCR Director
DATE: March 13, 2013
SUBJECT: Fulton Farmers Market Neighborhood Priority Plan

Action Requested:

Approve the Neighborhood Priority Plan and Transmit the Plan for Approval by the Minneapolis City Council

Attached is the Fulton Farmers Market Neighborhood Priority Plan for Policy Board review and action.

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

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

FNA proposes using a portion of its Neighborhood Priority funds to assist the market with promotion and with further engaging the community. Possible activities include but are not limited to standard and innovative marketing techniques such as banners, child-designed yard signs, interactive art projects that "build" throughout the summer, and a larger scale object that is an attention draw. The Kingfield

Farmers Market will be a funding partner in these efforts, and it is anticipated that this project will allow FNA to solidify the image and presence of the market in the community.

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

In accordance with the draft policy on *Preparation and Processing of Neighborhood Priority Plans* (February 8, 2013), the Fulton Farmers Market Neighborhood Priority Plan was sent to jurisdictional staff for review prior to the neighborhood's approval. Gayle Prest (Sustainability), Jane Shey (Homegrown Minneapolis) and Kristin Klinger (Health) all provided comments (attached) supporting the approval of this plan.

NCR anticipates that many Neighborhood Priority Plans will require implementation assistance from jurisdictional staff. This plan, however, will be implemented directly by the neighborhood organization.

Finally, the Fulton Farmers Market Neighborhood Priority Plan has been reviewed by the Minneapolis City Attorney's Office and found to be an eligible use of NRP funds.

Based on my review of the Neighborhood Priority Plan, I recommend that the Policy Board adopt the following resolution:

WHEREAS: On March 30, 2012, the Minneapolis City Council approved the revised Community Participation Program (CPP) guidelines, including a 2012-13 allocation of \$55,945 for the Fulton neighborhood,

WHEREAS: On July 6, 2012, the NCR Director, in accordance with the CPP guidelines, approved the Fulton Neighborhood Association's Community Participation Plan, including \$40,520 for community engagement activities and \$15,425 reserved for future Neighborhood Priority Plans,

WHEREAS: The Fulton Neighborhood Association has conducted a community engagement process as identified in the approved 2012 Community Participation Plan, leading to neighborhood approval of support of the Fulton Farmers Market as a neighborhood priority,

BE IT RESOLVED: That the Minneapolis Neighborhood Revitalization Policy Board hereby accepts and adopts the Fulton Farmers Market Neighborhood Priority Plan,

RESOLVED FURTHER: That the Minneapolis Neighborhood Revitalization Program Policy Board hereby authorizes the NCR Director to request that the City Council and Mayor [a] approve the Fulton Farmers Market Neighborhood Priority Plan and [b] authorizes the appropriate City officers to enter into any contracts or agreements necessary to implement the activity above.