

Memorandum



DATE April 9, 2010

TO Transportation and Environment Committee Members: Linda Koop (Chair), Sheffie Kadane (Vice Chair), Jerry Allen, Tennell Atkins, Carolyn R. Davis, Delia Jasso, Pauline Medrano, Ron Natinsky, Vonciel Jones Hill

SUBJECT Neighborhood Markets

Attached is the "Neighborhood Markets" briefing that will be presented to you on April 12, 2010.

Please contact me if you need additional information.



Jil A. Jordan, P.E.
Assistant City Manager

- c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Deborah A. Watkins, City Secretary
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager



Neighborhood Markets

Dallas City Council
Transportation and Environment Committee
April 12, 2010

Purpose of Briefing

- Review discussion from previous Transportation and Environment Committee Meeting
- Update committee on Stakeholder meeting held to discuss Neighborhood Farmers Markets
- Review staff recommendations
- Obtain committee approval of future City Council agenda item for permit process

Previous Discussion with TEC

- Farmers Market – Marketplace for multiple local farmers and growers to sell or distribute their agricultural products directly to consumer
- Over last few years, business owners have shown interest in establishing neighborhood farmers markets
 - Increased popularity with many citizens and stakeholders
 - Increases foot traffic to the anchor business
 - Supports local economy
 - Creates sense of community
 - Serve as another means for local growers/farmers to sell/distribute products directly to consumers
 - Promotes healthy food choices
 - Encourage sustainable living

Previous Discussion with TEC

- The vision is to have neighborhood farmers markets while maintaining the strong and vibrant downtown Dallas Farmers Market
- To accomplish this, the following is needed:
 - Ensure neighborhood farmers markets are complimentary to downtown farmers market with similar guidelines and fees
 - Establish clear permitting process for neighborhood farmers market operators and vendors
 - Provide oversight to neighborhood farmers markets to ensure vendors are protecting health, safety and general welfare of citizens through their distribution of safe food products
 - Allow neighborhood farmers markets to operate temporarily throughout city neighborhoods regardless of zoning

Stakeholder Input

- After December TEC meeting, stakeholder input sought
- Meetings held on February 4th and 22nd to seek input from stakeholders
- About 60 individuals that had indicated interest were invited to give input
- Stakeholders included market organizers, vendors/growers, and neighborhood associations
- Following five pages show input received from each of three stakeholder groups

Stakeholder Input – Definition of Neighborhood Farmers Market

Group	Stakeholder Input
Market Organizers	•An independent farmers market featuring fresh, locally grown produce, other local food products, and locally crafted non-food items.
Vendors and Growers	•A venue to provide locally produced food and other products
Neighbors	•Locally produced fruits and vegetables

Stakeholder Input – Type of Products

Group	Stakeholder Input
Market Organizers	<ul style="list-style-type: none">•Locally grown/produced items such as fruit, vegetables, baked goods, meats, dairy products, packaged foods, eggs, honey.•Locally crafted non-food items such as jewelry, candles, natural skin care products, soaps, art, natural/healthy products, clothing (knitting).•Antiques.•Plants, flowers, and nursery items.•Neighborhood food drives.•Do not include distributors, imports, services, illegal items.•Homegrown or homemade.•Local defined as 150 mile radius, with some exceptions within Texas.•50% food and 50% non-food.

Stakeholder Input – Type of Products

Group	Stakeholder Input
Vendors and Growers	<ul style="list-style-type: none">•Produce (fruits/vegetables), honey, baked goods, eggs, coffee, herbs, meat, cheese, mushrooms, oils, packaged foods.•Hand crafted items, soaps, body products, millinery items, pottery, quilting, jewelry (by local artists).•Earthworms, soil, cut flowers, plants.
Neighbors	<ul style="list-style-type: none">•Produce (fruit/vegetables), eggs, honey, nuts, meat, prepared foods.•Locally grown/harvested (such as within 150 miles).•Emphasis on farmers.•Do not include crafts, animals, or flea market items.

Stakeholder Input – When and Where

Group	Stakeholder Input
Market Organizers	<ul style="list-style-type: none">• Ideally allow consumer demand determine frequency.• 52 market days per year.• During normal retail business hours.• Commercially zoned private property, city owned property, churches, schools.• Not inside CBD in order to limit close proximity to DFM.
Vendors and Growers	<ul style="list-style-type: none">• Twice weekly. (104 times per year)• Light retail, existing restaurant, light commercial, schools, church, community garden, libraries, non-residential.
Neighbors	<ul style="list-style-type: none">• Once per week, no consecutive days.• Mornings to 2:00 pm (latest).• Adequate on-site parking.• Not on residential streets.• No more than one market per neighborhood.

Stakeholder Input – Permit Process

Group	Stakeholder Input
Market Organizers	<ul style="list-style-type: none">•Organizer would apply for an annual permit at downtown market. \$125.•Growers/farmers not required to have permit. No fee.•Vendors (non-growers) must obtain required permits. Less than \$100.
Vendors and Growers	<ul style="list-style-type: none">•Organizers annual permit.•Vendors annual permit.•Hazardous food permit.
Neighbors	<ul style="list-style-type: none">•Non-applicable.

Recommendations

- Provide Neighborhood Farmers Market permits (site specific) that allow temporary operation of markets in non-residential zoned areas and outside Central Business District
- Neighborhood Farmers Markets may operate 24 non-consecutive market days per year between 8 a.m. and 6 p.m.
- Organizers that desire more frequent operation should seek a Specific Use Permit through existing process

Recommendations

- Markets may include:
 - Fruits, vegetables, honey, eggs, nuts, herbs, mushrooms, meats
 - Vendor produced foods such as baked goods, dairy products, packaged foods, oils
 - Hand crafted items such as jewelry, candles, natural skin care products, soaps, art, knitting, quilting, pottery
 - Garden items such as plants, flowers, soil
- All items must be home/farm-grown or home-made by vendor (no resale and no animal sales)
 - Vendor produced food products and packaged foods must be prepared in certified kitchens, meet all health and safety requirements and have appropriate permits
- Products must originate in counties within 150 miles of Dallas County (some exceptions will be made for items that are not grown locally)
- To maintain emphasis on farmers markets, at least half of vendors should be farmers/growers or other food items
 - Non-food vendors may not make up more than half of vendors at a market

Recommendations

- Neighborhood Farmers Market permits must be obtained through Department of Convention and Event Services (downtown Dallas Farmers Market)
 - Organizers permit – \$250 for annual permit
 - Farmers/growers permit – no cost for annual permit
 - Same as for downtown market
 - Approved permit will allow vendor to go to any neighborhood market as well as participate in downtown market (subject to daily stall fees)
 - Non-grower vendor permit – \$125 for semi-annual permit or \$250 for annual permit
 - Same as for downtown market
 - Approved permit will allow vendor to go to any neighborhood market as well as participate in downtown market subject to specific program availability (i.e. handcrafter market) and subject to daily stall fees
 - Permits will generate about \$16,500 per year for City which will only partially cover City cost to implement program
 - Vendors selling potentially hazardous foods (such as meat, dairy products or cut produce) must also obtain Temporary Food Vendor permit but will be exempt from frequency limitations as long as vending in conjunction with Neighborhood Farmers Market

Recommendations

- Organizer responsibilities include items such as:
 - Obtain annual organizer permit through downtown Convention and Event Services (downtown Dallas Farmers Market)
 - Establish and enforce their own market guidelines that comply with City guidelines
 - Ensure that each vendor at their market has obtained a permit from City
 - Ensure that each vendor receives equal treatment
 - Provide access to electricity and running water as may be required for vendors with potentially hazardous foods
 - Establish their own daily stall fees if applicable
 - Provide parking as required
 - Provide restrooms
 - Maintain required insurance
 - Provide City with verification of property owner consent
 - Provide City with calendar of market days

Next Steps

- Committee approval to move recommendations forward to City Council for action
- Implement process for 2010 immediately following Council approval
- Review process in January 2011 and amend if necessary