



WILDWOOD

April 11, 2016

The Honorable City Council
City of Wildwood, Missouri
16860 Main Street
Wildwood, Missouri 63040

Re: 2016 Farmers Market Managers' Agreement/Contract

Council Members:

The 2015 Farmers Market Season can only be considered a success, given the direction it has taken under the current managers, the number of participating vendors at the end of the year, and the positive feedback the City received regarding this venue from participants and customers. The managers, George and Rene' Sackett, have been overseeing the market since 2013 and worked diligently to address the identified shortcomings of its previous efforts and operate it in a manner that was profitable for them and the vendors, while still offering residents a positive experience in terms of local, homegrown, and/or homemade goods, foods, and produce. The market was so well received that, in 2013, 2014, and 2015, it included two (2) indoor opportunities in November and December, which were well received by the participating community.

The managers have been spending the off-season making preparations for the upcoming year and ensuring both the Wildwood and Maplewood Farmers Markets are successful in 2016. Since the end of 2015, the managers have advised the City they will no longer be involved in the Ellisville Market, but have added responsibilities for the Maplewood Farmers Market, which is held at Schlafly's Bottleworks. Additionally, the managers have been attending different conferences and workshops over the winter to prepare for the upcoming season. Similarly, the City staff has also been reviewing its equipment needs, and related items, so as it is ready for the opening of the Farmers Market in late May.

One (1) of the items the Department of Planning and Parks must address, in preparation for the upcoming season, is the development of the required agreement with the market managers for this year. The Department had several conversations with the Sacketts on this matter and received an e-mail from them with the recommended revisions to the agreement. To summarize, the main points of the agreement, the Department would note the following:

- a.) Amount of compensation for the managers' services would remain unchanged from 2015 to 2016, at seventeen thousand five hundred dollars (\$17,500.00) per year, with a two hundred fifty dollar (\$250.00) increase to the stipend the managers received from the City for

advertising, attending conferences and workshops, and membership fees and dues (now a total of \$1,750.00).

- b.) Vendor fees will remain identical to last year – twenty-five dollars (\$25.00) per week for a regular participant.
- c.) Memberships of the managers are retained in the Missouri Farmers Market Association and AgriMissouri.

The Department believes the agreement to be satisfactory and recommends it be considered by City Council for acceptance and passage and include in it all of the components that are noted above.

With the success of last year's Farmers Market, City officials remain confident about the upcoming 2016 Season and that it will even be better than 2015 and bring it closer to the desires of the City Council, when it began offering it to residents in 2009. Additionally, the Department has been very pleased with the managers and believes they will continue to promote the market in a very positive manner, while ensuring the concept of purchasing and consuming locally grown products, foods, and produce is good for the individual, the community, and the environment. The Farmers Market has been a challenge over many of its years, but remains an excellent expression of Wildwood's goal of providing its residents a community that is a great place to live, work, and play.

If any of the City Council members should have questions or comments in regards to this information before tonight's meeting, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation will be provided on this item at tonight's meeting. Thank you for your review of this information and consideration of the same.

Respectfully submitted,
CITY OF WILDWOOD



Joe Vujnich, Director
Department of Planning and Parks

Cc: The Honorable Timothy Woerther, Mayor
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Gary Crews, Superintendent of Parks and Recreation
George and Rene' Sackett, Wildwood Farmers Market Managers