



WILDWOOD®

December 18, 2018

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

Re: **Contract with the Current Farmers Market Manager - Natalie McAvoy (Wards – All)**

Council Members:

Each year, since 2009, the City has hosted a Farmers Market in its Town Center Area. The market is open on Saturdays, from late-May until early-October. This past year, the 2018 Season, resulted in the most successful market to date, based upon vendor participation and volume of attendees. Much of the success of this market is due to the new manager hired to oversee its weekly operation. In 2018, the City engaged a new manager, Natalie McAvoy, and, under her oversight, the market immediately grew in size and success. Ms. McAvoy was organized, pleasant, and a great steward of the City and operated the market in a manner that was profitable for her and the vendors, while still offering residents a positive experience in terms of local, homegrown, and/or homemade goods, foods, and produce, and in a wider variety than in previous years.

The Committee was advised by Department staff that it had met with Ms. McAvoy in a wrap-up meeting and she noted her desire to continue as the Market Manager for 2019, if the City was agreeable. Ms. McAvoy was satisfied with the compensation and complimentary of the support she received from the City throughout the market season. If retained for next year, Ms. McAvoy would spend a portion of the off-season making preparations for the upcoming year. Similarly, City staff will also review its equipment needs, and related items, so as it is ready for the opening of the Farmers Market in late May 2019.

To ensure another successful year, Planning and Parks Committee is proposing the retention of the current market manager for 2019 and seeking the City Council's support of the proposed annual agreement. To summarize the main points of the agreement, the Committee would note the following:

- a.) Amount of compensation for the managers' services would remain the same in 2019, as 2018, and would be eighteen thousand dollars (\$18,000.00) per year.
- b.) The total budget for the market in 2019 is currently proposed at twenty thousand dollars (\$20,000.00), which includes the market managers' payment, plus an additional one thousand dollars (\$1,000.00) for items such as, advertising, attending conferences and workshops, and membership fees and dues, and one thousand dollars (\$1,000.00) for the City's operating costs.
- c.) Vendor fees will be at the discretion of the Market Manager.
- d.) Memberships of the manager would be required in the Missouri Farmers Market Association and AgriMissouri.

The Committee believes the retention of Ms. McAvoy would be positive for the market and recommends it be considered favorably by the City Council, with this recommendation of support including all of the components that are noted above.

With the Farmers Market's increased success this past year, City officials are excited and confident about the upcoming season. Additionally, the Committee has been very pleased with the new manager and believes she 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 this regard, or need additional information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. This item is identified under 'For Information' at tonight's Work Session and if any City Council Member has comments at that time, the Department of Planning and Parks can respond. Thank you for your consideration of this information and direction on the same.

Respectfully submitted,
CITY OF WILDWOOD

Debra Smith McCutchen, Chair*
Planning and Parks Committee

Cc: The Honorable James R. Bowlin, Mayor
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation
Travis Newberry, Planner
Natalie McAvoy, Market Manager of the Wildwood Farmers Market (2018)

* The Department of Planning and Parks developed this report, in conjunction with the Planning and Parks Committee. Content reflects the Committee's consideration of this subject and not necessarily an individual's position or opinion.