



WILDWOOD

February 15, 2022

MEMORANDUM

To: Planning and Parks Committee Members

From: Department of Planning and Parks

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

Cc: The Honorable James R. Bowlin, Mayor
Administration/Public Works Committee Members
Economic Development Committee Members
Steve Cross, Interim City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Melanie Rippetoe, Assistant Director of Planning and Public Works
Gary Crews, Superintendent of Parks and Recreation

The City has hosted a Farmers Market in its Town Center Area annually since 2009. The market is open on Saturdays, from late-May until early-October. The market continues to be a great success as demonstrated by vendor participation and volume of attendees. Much of the success of this market can be attributed to the manager hired to oversee its weekly operation.

In 2018, when the City engaged Natalie McAvoy, as the new manager, the market immediately started to grow in size and success under her oversight. Ms. McAvoy continually demonstrates that she is well organized, pleasant, and a great steward for the City. She has operated the market in a manner that was profitable for her and the vendors. Ms. McAvoy was able to achieve this outcome, while offering residents a positive experience through continually increasing the variety of locally grown produce and homemade goods and foods. In 2021, Ms. McAvoy again proved to be an excellent choice for Market Manager in guiding the market through safe operation during the global pandemic. The market was able to remain open, under restrictive public health guidelines, and maintained a steady flow of customers and vendors. Ms. McAvoy even organized a winter market in November, which proved a successful new addition.

Ms. McAvoy continues to go above and beyond, as demonstrated by recently volunteering her services for the upcoming 2022 Lawn and Garden Summit. She noted that she enjoys running the Farmers

Market and would like to be considered for the Market Manager for 2022, at the same rate of compensation she received in 2021.

To ensure another successful year, Department staff is proposing the retention of the current Market Manager for 2022 and seeking the Committee's endorsement of the proposed annual agreement. To summarize, the main points of the agreement, the Department would note the following:

- Amount of compensation for the manager's services would remain the same in 2022, as 2021, and would be eighteen thousand dollars (\$18,000.00).
- The total budget for the market in 2022 was at twenty thousand dollars (\$20,000.00), which includes the market managers' payment, plus an additional one thousand dollars (\$1,000.00) for necessary items, such as, advertising, attending conferences and workshops, and membership fees and dues, with the remaining one thousand dollars (\$1,000.00) for the City's operating costs.
- Vendor fees will be at the discretion of the Market Manager.
- Memberships of the manager would be required in the Missouri Farmers Market Association and AgriMissouri.

The Department remains very pleased with the manager and believes she will continue to promote the market in a 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 continues to increase in popularity and remains an excellent expression of Wildwood's goal of providing its residents a community that is a great place to live, work, and play. The Department believes the retention of Ms. McAvoy will continue to contribute to the success of the market. She has been very easy to work with and, as proven by the success of the market, has been a positive addition to it. The Department recommends it be considered favorably by the Committee, with a recommendation of support to the City Council for its acceptance and passage, which would include in it all of the components that are noted above.

If any Committee Members should have any questions or comments in this regard, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation of this information is planned on this item at tonight's meeting. Thank you for your consideration of this item.