

**HUMAN SERVICES COMMITTEE
MINUTES
July 3, 2012**

Present

Councilor Dan Brown, Chair
Councilor Jeanne Raymond
Councilor Mike Beilstein

Staff

Steve Deghetto, Parks and Recreation Assistant Director
Carrie Mullens, City Manager's Office

Visitors

Rebecca Landis, Corvallis Farmers' Market Executive Director

SUMMARY OF DISCUSSION

<u>Agenda Item</u>	<u>Information Only</u>	<u>Held for Further Review</u>	<u>Recommendations</u>
I. Corvallis Farmers' Market Annual Report			Accept the Corvallis Farmers' Market 2011 annual report
II. Other Business	***		

Chair Brown called the meeting to order at 12:00 pm.

CONTENT OF DISCUSSION

I. Corvallis Farmers' Market Annual Report (Attachment)

Mr. Deghetto said the 2011 Corvallis Market operated twice each week from mid-April to mid-November. The Market partners with Healthy Kids/Healthy Communities to provide access to fresh produce for Oregon Trail Card/Supplemental Nutrition Assistance Program (SNAP) participants, and related coupons from the Farm Direct Nutrition Program (FDNP). The Market brings people to the downtown area and is reaching out to the Latino community.

Ms. Landis said, in addition to partnering with Benton County on nutrition programs, the Market also partners with Ten Rivers Food Web. The Food Web obtained an outreach grant for market tours and Benton County added a Spanish-language version. On July 7, the Market will host a Latino community tour that includes entertainment and food demonstrations. The Benton County Women, Infant, and Children (WIC) unit will be at the Market on July 7 to provide FDNP vouchers to eligible persons. The FDNP vouchers were made possible due to additional federal WIC funds allocated to Oregon for the successful promotion of breast feeding. The Benton County WIC unit determined the most efficient way to use this additional one-time allocation was through FDNP coupons available at the Market when the Spanish-language tour and demonstrations are held.

Ms. Landis announced that the July 4 Market will be held at the SW 2nd Street & B Avenue parking lot due to Red, White, and Blue Festival activities.

Councilor Beilstein stated preference for a year 'round Market in a permanent location that does not compete for parking. Moving the Wednesday Market downtown was an improvement, but the Market should be available more hours throughout the year.

In response to Councilor Beilstein's inquiries about Market location and hours, Ms. Landis said she prefers to test a location for three consecutive years before making a final decision. After holding the Wednesday Market in the SW 2nd Street and B Avenue parking lot for two years, the Downtown Corvallis Association requested the Wednesday Market find a new location. Coincidentally, the parking lot was scheduled to be closed for a sewer project. The improved three-hour parking compliance has helped resolve some of the issues related to holding the Market downtown. An afternoon market at the current location is not viable due to west facing booths. Between the Saturday, Wednesday, and Winter Markets, there are only six weeks the community does not have access to a Market.

In response to Councilor Beilstein's inquiries about the That's My Farmer program, Ms. Landis said the program does not generate enough funds to be maintained throughout the year. Since mid-April, more than \$5,000 from Ten Rivers Food Web and Benton County Health Department have been spent on this program in Corvallis. In comparison, the same program in Albany uses approximately \$3,000 annually. The program has expanded this year so that Oregon Trail Card participants who spend at least \$6 from their card per Market day receive an additional \$6 SNAP expenditure. Essentially, a participant could add \$12 to their weekly food budget. Ms. Landis acknowledged that the program adds to her administrative responsibilities.

Ms. Landis explained that the Market's annual budget is approximately \$76,000 (two Corvallis Markets, one Albany Market). Incentive programs account for more than the annual Market budget. Those funds flow through the organization and are separate from the annual budget. It is not feasible for the Market to self-fund incentives. The Portland Farmer's Market has created a foundation to fund these types of programs.

Councilor Beilstein noted that the That's My Farmer program was established in Corvallis by the Ecumenical Ministries of Oregon, and continues to be financially supported by local congregations. Ten Rivers Food Web administers the program.

Ms. Landis added that fund-raising dinners previously held for the That's My Farmer program may no longer be allowed due to Ten Rivers Food Web funding. An alternative may be dinner incentives (local restaurant participation with percentage spent given to the program).

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The Committee unanimously recommends Council accept the Corvallis Farmers' Market 2011 annual report.

II. Other Business

The next Human Services Committee meeting is scheduled for 12:00 pm on Tuesday, July 17, 2012 in the Madison Avenue Meeting Room.

Respectfully submitted,

Dan Brown, Chair