



MEMORANDUM

To: Mayor and City Council

From: Molly Bujanda, Community Programs Manager

Via: Brad Reid, Director of Parks and Recreation

Date: September 24, 2019

Reference: Consider approval of reauthorizing the Coppell Community Garden Management Agreement in the amount of \$100,000.00; and authorizing the City Manager to execute the necessary documents.

2030: Sense of Community
Special Place to Live
Community Wellness and Enrichment

Introduction:

The Coppell Farmers Market (CFM) is a vital community enterprise with the Main Street Coppell Development, creating energy and vitalization in the Old Coppell area. It has become an integral part of the Coppell 2030 Vision and Coppell Living Well in Coppell initiative, bringing healthy local food options, a social outlet and gathering opportunities to the citizens of Coppell. With the Council goal to maintain the Coppell Farmers Market as one of the best in the region, the Coppell Community Garden Corp (CCGC) was authorized additional City support to ensure continued successful market management.

Analysis:

The purpose of this consent item is to approve the annual Management Agreement and funding for the CCGC. The funds allocated by the City to the nonprofit will remain unchanged with the 2019-20 agreement. Managed by volunteers and operating 40 plus days/year, the market has far surpassed estimated increases in customer attendance since the move to the pavilion in April of 2014 (attendance 2000/market day). In order for the market to continue to surpass the expectations of the community and have sustainable success, non-profit contractual services for a Market Manager were completed to remove the increased workload of the volunteers. This CFM strategic plan budget item was approved by Council in the FY 15-16 budget and has been implemented since to ensure the stability and success of the CFM.

The current Market Manager has been in place for over three years and has significantly contributed to, and helped sustain the high standards set by the CCGC that have placed the market as one of the

best in the region. The Market Manager has also established operating procedures and processes that will ensure continuity in operations into the future.

Legal Review:

Review was completed by legal counsel

Fiscal Impact:

The City of Coppell currently provides \$25,000 quarterly to the Coppell Community Garden Corporation. The Management Agreement is established at \$100,000.00 annually for the Market Manager services, as well as supplies and resource support for both the Coppell Farmers Market and Coppell Community Garden programs.

Recommendation:

The Parks and Recreation Department recommends approval of this item.