



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: September 19, 2016

Re: Memorandum of Understanding for Fund Raising Activities relating to the Community Farmers Market and Agriculture Garden Area at Clary-Shy Park.

Executive Summary

Parks & Recreation staff is requesting Council approval of a Memorandum of Understanding between the City and Sustainable Farms and Communities (SF&C), Columbia Farmers Market (CFM), and the Columbia Center for Urban Agriculture (CCUA) for the purpose of raising funds for the construction of a Farmers Market Community Center and a Community Agriculture Garden. The facility is intended for use as a farmers market and community multi-purpose, year-round space and the garden is intended to serve as an educational purpose for urban citizens unfamiliar with how their food is produced. The organizations are calling the group of partners Friends of the Farm (FOF), and the memorandum is based on the premise that FOF will raise \$800,000 toward the construction of the facility and garden area and outlines duties and responsibilities of each organization. When raised, those funds will be donated to the City, which is responsible for the construction, operation, maintenance, and scheduling of the facility. It is anticipated that the Farmers Market will pay a monthly lease of \$1,000 once the market facility is constructed. The Parks & Recreation Department has \$400,000 identified in the CIP for improvements to Clary-Shy Park, and these funds, pending Council approval, may be used to assist the FOF in meeting the Phase I fund raising goal of \$1.2 million. The attached "Draft Clary-Shy Master Plan" is provided only as a reference for fund raising goals and was used to establish Phase I priorities. Once the funds are raised, staff will begin the standard capital project procedure, including additional public meetings and final Council approval of the Clary-Shy Master Plan. Staff anticipates that this will begin in the fall of 2017.

Discussion

Parks & Recreation staff is requesting Council approval of a Memorandum of Understanding between the City of Columbia and Sustainable Farms and Community (SF&C), the Columbia Farmers Market (CFM), and the Columbia Center for Urban Agriculture (CCUA) for a the purposes of fund raising for a farmers market facility and garden area at Clary-Shy Park.

This Memorandum of Understanding is similar to the 2007 MOU and addresses the concerns and comments expressed by City Council at the January 16, 2007 public hearing regarding use of the Clary-Shy Park. The MOU between SF&C, who was representing the Columbia Farmer's Market, was subsequently approved at the June 4, 2007 council meeting. It incorporates a framework which would allow the Market to raise the necessary money for the facility and garden and outlines the general operational principles once the facility is constructed. It is anticipated that if the fundraising campaign is successful, this non-binding



City of Columbia

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MOU will be replaced with a formal, binding agreement between the individual parties at the time the funds are donated to the City. Key points of the MOU include:

- A. City owns approximately 19 acres of real estate located at Clary-Shy Park home of the Activity & Recreation Center (ARC) at 1701 W. Ash, Columbia, Missouri.
- B. SF&C is a Missouri 501C(3) not-for-profit corporation established to support a community food system that directly connects producers and consumers; to increase knowledge of sustainable food and farming issues; to nurture farmers markets; and to provide educational activities that enrich the community.
- C. CCUA is a Missouri 501C(3) not-for-profit corporation established to enhance the community's health by connecting people to agriculture and the land through hands-on learning opportunities from seed to plate.
- D. CFM is a Missouri 501C(4) membership organization made up of area farm producers to improve the production and marketing of and stimulate public interest in local farm products. The CFM currently manages and operates a seasonal open air farmers market at Clary-Shy in cooperation with the SF&C.
- E. SF&C, CCUA, & CFM propose to raise funds for the construction of a Farmers Market Community Center and a Community Agriculture Garden. The facility is intended for use as a farmers market and community multi-purpose, year-round space, and the garden is intended to serve as an educational purpose for urban citizens unfamiliar with how their food is produced. The organizations are calling the group of partners Friends of the Farm (FOF).
- F. City proposes to assume all maintenance, operating, and custodial costs associated with the facility, and the FOF partner group is expected to pay a reasonable fee for use of the facility and garden area.
- G. The attached "Draft Clary-Shy Master Plan," including the design of the Farmer's Market Facility and Community Garden Area is provided only as a reference for fundraising goals and is subject to future revisions by partners, staff and City Council. The determination of the final plans will follow the standard City of Columbia process for all capital improvement projects. To develop this draft plan, staff held three interested party meetings on 08/06/16, 08/10/16 and 08/13/16. In addition to the IP meetings, citizens had the opportunity to submit comments through an online survey. Staff received 18 pages of public comments and all comments are posted on the department's capital improvement page: http://www.como.gov/ParksandRec/Parks/Clary_Sh/documents/Clary-ShyCommentForm-All.pdf
It is estimated that the final master plan will be presented to City Council for approval in the fall of 2018. This will give the partners time to raise funds and solicit grants.

The Phase I fundraising timetable has two critical dates: October 1, 2017 when the City has \$200,000 available in the Parks and Recreation Capital Improvement Program and again on October 1, 2018 when another \$200,000 is available. All funding is from the 2015 Park Sales Tax.



Fiscal Impact

Short-Term Impact: No costs associated with this MOU.

Long-Term Impact: If the FOF is successful with their fundraising goals, the City has \$400,000 budgeted in the CIP, with \$200,000 available in FY-2018 and again in FY-2019 for improvements to Clary-Shy Park.

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Parks, Recreation & Greenways, Secondary Impact: Community Character, Tertiary Impact: Community Facilities and Services

Strategic Plan Impacts:

Primary Impact: Social Equity, Secondary Impact: Infrastructure, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Infrastructure, Tertiary Impact: Not Applicable

Legislative History

Date	Action
06/04/2007	Resolution Authorizing MOU with Sustainable Farms & Communities relating to the development and operation of a farmers market. http://www.como.gov/Council/Bills/2007/jun4bills/R136-07.pdf
05/21/2007	Staff Report- May 11, 2007 and Memorandum Of Understanding with Sustainable Farms & Communities. http://www.como.gov/Council/Bills/2007/may21bills/ReportE.pdf
01/16/2007	Resolution calling for a public hearing to consider proposals for use of Clary-Shy Park (intersection of Ash St and Clinkscals Rd). http://www.como.gov/Council/Bills/2006/dec18bills/R266-06.pdf

Suggested Council Action

If Council concurs that the City should proceed with the Memorandum of Understanding, staff recommends approval of the Resolution authorizing the City Manager to enter into a Memorandum of Understanding with Sustainable Farms and Communities, Columbia Farmers Market, and Columbia Center for Urban Agriculture for fund raising activities for a Farmers Market and Community Garden Area.