

## **NFM Regular Board Meeting 9/28/2016 Minutes**

The regularly scheduled meeting of the Nashville Farmers' Market Board was called to order by Board Chair Frank Cardenas at 9:30 am August 24, 2016.

In attendance were Board members Tyler Brown, Brian Copeland, Frank Cardenas and Priscilla Norman. Staff members present were Tasha Kennard, Carolyn Sanders, Charles Kizer, Jackie Contreras, Rebecah Boynton and Kay West, and Metro Legal representative Macy Amos. A quorum was present.

Also in attendance were vendors Beth Piper, Janice Simons, Timothy McKinney and Lily Webb, as well as a cameraman/reporter from WSMV.

Chair Cardenas calls the meeting to order and read the following standard announcement.

*As information for our audience, if you are not satisfied with a decision made by the Farmers' Market Board today, you may appeal the decision by petitioning for a writ of cert with the Davidson County Chancery or Circuit Court. Your appeal must be filed within 60 days of the date of entry of the Board's decision. To ensure that your appeal is filed in a timely manner, and that all procedural requirements have been met, please be advised that you should contact your own independent legal counsel.*

Public comments were invited at the start of the meeting to ensure that anyone who wants to comment can do so prior to the Board discussing the business on the agenda. Chair Cardenas read the following standard announcement:

*Individuals, requesting to address the Board; will be limited to three (3) minutes unless granted more time by the Board Chair. Each person authorized to speak is expected to state her/his name and address and the organization represented if any, and if the speaker reads prepared text, to provide a copy to Board staff.*

No requests from the public to speak.

Chair Cardenas asks for approval of August 24 Board meeting minutes. Moved, seconded and approved.

### **Financial Overview**

Tasha Kennard points out two financial reports in Board packets with information as of August 31, 2016. Operating budget is \$1,952,700 which includes total revenue of \$952,700 and an operating subsidy of \$1 million. The operating subsidy utilizes funds from the State lease agreement. The Market's total expenses are not expected to exceed the operating budget.

As of August 31, the Market earned \$169,476 in revenue collections, ahead by \$3,726. Last meeting the Market was behind almost \$14,000.

Outstanding payments have been and will continue to be invoiced per NFM policies. Outstanding uncollected fees will be reported in the quarterly outstanding fee report in October. Ms. Kennard

thanks the Board for allowing the Market to work with a longtime merchant to collect past-due fees from previous rental days and reports that merchant has paid in full and continues to be a popular vendor at the Market. No additional fee waivers to report at this time.

As of August 31, Market expenses total \$110,432. There is a new expense report being generated but the BAR report that shows current year-to-date expenses is not available at this time. A new report will be sent out at month close. It will be similar to diagram showing revenue, but will show expenses.

A detailed report is attached that shows expenses and revenue.

ED Kennard reports that 8 interviews have been conducted for the Business Manager position. There are two candidates being brought back for final interviews with Kennard, Ms. Sanders and Mr. Kizer.

### **Winter Market Hours of Operation**

Jackie Contreras reports. The end of October ends peak season and begins winter season hours in November. Winter Market will kick off Wednesday, November 16. The promoted Market hours will change to reflect a different set of peak visit times for our customers, Friday-Sunday 8 am – 2pm in the Farm Sheds, though the Sheds will remain open until 4 pm. There will also be a Wednesday pop-up Market, 10 am – 2 pm, inside the Market House. The number of merchants will be limited due to space but the intent is to tap into the lunch crowd and to draw people who are used to neighborhood pop-up markets which end in the fall to this market.

ED Kennard asks that there be a motion to change winter hours of operation for the Farm Sheds. Typically in the winter they are 8 am-4 pm but the request is to adjust that to 8-2. This will begin November 1 and end April 30

Mr. Copeland asks the plan for Monday and Tuesday. ED Kennard says Farm Sheds are always available for rental from 8 am – 2 pm. The motion needed is to change the operating hours to 8 am – 2 pm.

Chair Cardenas asks how many merchants can participate on Wednesdays. Ms. Contreras says 12-16 depending on merchant and how it is configured.

Mr. Copeland moves that the operating hours of Winter Market be changed to 8 am – 2 pm. Mr. Brown seconds, motion passes.

### **Parking Agreement Review and Approval**

ED Kennard reports meetings have been ongoing and there has been tremendous progress. Board members have a draft of an agreement between the NFM and the State Department of General Services. It is still in draft form and it is being worked on by State legal and Metro legal to finalize the agreement. When it is finalized it will be presented in legislation. Ms. Amos says the goal is for it to require just one reading by Metro Council. ED Kennard is hopeful the draft can be finalized in next 7 business days and get it filed with Metro Council. When it is finalized Chair Cardenas will be required to sign, as will ED Kennard.

The Board needs to approve or not the draft. There will be a designated lot limited to front of the gravel lot adjacent to 6<sup>th</sup> Avenue as well as the connecting alleyways. This allows up to 90 reserved parking spaces, 24 hours a day 7 days a week for a one-year term. It allows the Market and Metro Public Works to make improvements to the State-owned land which include clearing and maintaining the lot so it is suitable for parking. The Market must maintain it and keep it clear of debris. It will be exclusive to the Market, not available to State employees or special events. The Market will use it for merchant parking. Merchants will receive permits to access the lot. It is within safe and short walking distance through the Park. 90 spaces will allow all merchants to park there so will free up 90 spaces on the Market property. There are 150 spaces in the front lot, 40 within the fence line and 40 shared with Bicentennial Mall on 7<sup>th</sup>.

Mr. Copeland asks about the financial responsibility for creating and maintaining the lot. Public Works estimates the cost for clearing, fencing and graveling the lot to be approximately \$140,000 which will come out of Capital Expense budget and it has been approved. The current lot sweeping company will also sweep the other lot. ED Kennard says the other parking option reviewed several months ago was 60 spaces, ¼ mile from the Market, not side-walked or well-lit and would cost the Market \$60,000 year. The current plan has no lease cost but does have upfront costs. Ms. Kennard thanks the merchants, Board, Metro agencies and State delegation for working together to make this happen.

Mr. Copeland moves it be accepted, seconded and approved.

### **Capital Projects Phase 1 Review and Approval**

ED Kennard reports that she and Chair Cardenas met with Metro administration and General Services to discuss moving forward with Capital plan. To recap, the Market submitted a little over \$3 million in capital requests at the last budget period on top of the previous capital request that had not been funded in years past. When the lease amendment on the property was negotiated with the State there was a \$4 million allocation to the NFM. Of that, \$1 million was set aside for operating subsidy, \$3 million for improvements. The Mayor matched that amount and funded the unfunded request in the budget she passed so there is a total of approximately \$6 million for improvements. Many are needed, a significant amount of infrastructure—plumbing, electrical, waste management, restrooms, HVAC and all represent significant costs. There are also revenue generating improvements being sought such as patio improvements to be able to lease that space, the development of kiosks and sheds to make them less seasonal and more year-round, as well as improvements to the Gardens of Babylon greenhouses, and experience improvements like public art and teaching gardens.

The discussion was positive and the Market and GS will be moving forward with capital improvements. The first phase will focus on market house and infrastructure projects which include HVAC, restrooms, patio areas, plumbing, electrical, the waste dock and loading dock.

General Services is engaging Gobbell Hays as the project management firm, GH will be working with the Market. They have done a facility assessment and the project has begun. It will continue through the next 18 months. As conceptual designs are completed they will be brought to the Board. They will

include things like the loading dock and waste dock. Significant improvements must be made in regard to how the Market faces the Museum.

It will have an impact on the Market with regard to loading in and out but we will work closely with project managers to minimize that.

Chair Cardenas states that he believes the Market has reached a turning point in moving forward and getting the attention it needs. He lauds staff for their hard work. He confirms that not only is the financing approved and ready but it is fast-tracked.

ED Kennard says that by the end of the year, it is hoped restrooms will be completed.

### **Lease Application Process and Timeline Review and Approval**

Including in Board packets is guidelines for the Market House Merchant Application Process. It is done formally with guidelines in place. The staff is asking for a motion to approve that as of October 1, there is a call for applications for the available space. Notification is made via current merchant community and GLK renter emails, through the media and social media. Chair Kennard also has an internal list of interested people.

The first priority is for bakery, butcher or fish market concepts. Those are the concepts well suited to the space, desired by the community and would enhance the current market offerings. Restaurant concepts will be reviewed if no qualified applicants in other categories are received. Concepts must demonstrate local/regional sourcing, healthy options, an effort to reduce food and material waste. Must operate a minimum of 6 days per week from 8 am- 6pm and during Night Markets 5-8 pm. Concept must demonstrate plans and financial ability to improve the leasable space.

The recommended time line is: call for applications until November 15; management meets with qualified applicants November 20-30; 5-minute presentations made to Board at December meeting for discussion; Board voting and approval January meeting. The process could be sped up if Board chose to meet in a specially called meeting in early January. Otherwise the timeline is late January for approval.

Chair Kennard says if sufficient or qualified applications are not received by deadline she will request an extension from the Board.

Mr. Copeland moves to accept the qualifications and timeline as presented, seconded and approved.

### **Executive Director's Report**

Farmhand Dinner has a presenting sponsor, Village Real Estate. Big kudos and thanks to them. That enables the NFM and Friends of NFM to have expenses underwritten so ticket sales will go to the Friends of FM and they will appropriate those funds to the NFM by the end of the year. That has been a four year goal. It sold out faster than ever, a week prior to event. A great line-up of talent including Board member Tyler Brown and Margot McCormack who recruited all the chef talent.

Mayor Megan Barry will be introduced by Chair Cardenas. Over 40 merchants are attending the event and over 90% of menu is sourced from the Market, the first time in the Dinner history.

Kay West talks about Bacon & Barrel on Friday night, noting that it is testing the capacity to hold an event in the Farm Shed alley during the season. It will also be in the Market House and on the 7<sup>th</sup> Avenue patio. There will be over 30 food and alcohol vendors, a whole hog in the GLK and bacon demonstrations, and live music. Attendance is expected to be 1,200-1,500.

Food Waste Management event the following week (October 6<sup>th</sup>) is a partnership with the NFM, TDEC, Metro Public Works and other agencies and Nashville Food Project which will cook a meal using product from Smiley's and Swafford's. It is a free event, not a revenue generator but awareness-raising and educational.

The Tennessean is holding their last Nashville Storytellers event of the year on November 7<sup>th</sup>.

The NFM is receiving many calls about 2017. Unfortunately the Market is still having to turn away events that would have been suited for the North Sheds.

ED Kennard reports that the NFM will be partnering with CVB on the official Nashville New Year's Eve event. It will take place at Bicentennial Mall, and the NFM will be open and one of only two options for food. It will bring in \$15,000 on typically the Market's slowest day of the year. It is a wonderful opportunity for the Market House merchants who have had a challenging year with revenue down. Attendance is expected to be about 150,000. The CVB is waiving the vendor fee for Market House restaurants and we will be listed as a sponsor. Ms. West reports that the only other option for food will be six food trucks on 6<sup>th</sup> Avenue. There will be bars inside the Market House as well as others outside. There will be porta-johns on 7<sup>th</sup> and 6<sup>th</sup>.

ED Kennard points out that Bicentennial Mall is getting many requests for food-related events and the NFM wants to find a way to partner with those events and extend their experience to the Market.

The GLK continues to be very busy and full. Ms. West and ED Kennard will meet to strategically plan and schedule GLK renters for 2017.

Ms. Contreras encourages Board members to walk through the sheds and see the multitude of mums, gourds and pumpkins. The next Festival is October 22<sup>nd</sup>, Harvest Celebration. There was a full house at Pepper Fest and she expects another. Lots of activities for families are planned.

The Pepper Fest had lots of great energy despite the rain. Ms. Kennard notes that the Pepper Fest was a multi-cultural celebration which has been a long time goal. Ousley Ouch, the sponsor, was very pleased with the event. Rebecah reached out to Spanish-speaking radio so there was an increased presence of Hispanic families.

Ms. Boynton reports that she contacted one of the most popular Spanish-speaking radio stations in Nashville, Activa. They have two stations on AM and FM. She worked with them to create an ad in Spanish which was very exciting. They also came to the Market and did a live remote and played music

and it lent a lot of excitement to the day. They also live-interviewed the Edible Kitchen chef who is from Mexico. Julio Hernandez.

### **Other Business**

Mr. Brown asks for an update on the Gardens of Babylon lease. ED Kennard reports that she has met with them, gone through the numbers of how things will look if their current lease agreement is maintained until improvements are made to the greenhouses. They are comfortable with that. They still have concerns about the loading area and parking. The next presentation to the Board will show different rate options. It is estimated that the greenhouse improvements will be approximately \$60,000.

Chair Cardenas asks for any other business. None is offered so he adjourns the meeting at 10:16 am.