ACTION SHEET
ITEM FROM THE
PUBLIC WORKS/CIP AND LAND USE COMMITTEE MEETING
OF
MONDAY, JUNE 22, 2015

ITEM 15

REQUEST FOR APPROVAL OF A RESOLUTION AUTHORIZING STAFF TO COLLABORATE WITH THE SANTA FE FARMERS MARKET TO STAGE A PLAZA FARMERS MARKET ON SUNDAY, SEPTEMBER 27, 2015 **(MAYOR GONZALES) (DEBRA GARCIA)**

PUBLIC WORKS COMMITTEE ACTION: Approved with amendment

FUNDING SOURCE:

SPECIAL CONDITIONS / AMENDMENTS / STAFF FOLLOW UP:

VOTE	FOR	AGAINST	ABSTAIN
CHAIRPERSON TRUJILLO			
COUNCILOR BUSHEE			X
COUNCILOR DIMAS	X		
COUNCILOR DOMINGUEZ	X		
COUNCILOR RIVERA	X		

City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY

Resolution No. 2015-___

Plaza Farmers Market

SPONSOR(S): Mayor Gonzales and Councilor Lindell

SUMMARY: The proposed resolution authorizes staff to collaborate with the Santa Fe Farmers Market to stage a Plaza Farmers Market on Sunday, September 27th, 2015.

PREPARED BY: Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: Yes

DATE: June 11, 2015

ATTACHMENTS: Resolution
FIR

CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2015-____

INTRODUCED BY:

Mayor Javier M. Gonzales

Councilor Signe Lindell

A RESOLUTION

AUTHORIZING STAFF TO COLLABORATE WITH THE SANTA FE FARMERS MARKET TO STAGE A PLAZA FARMERS MARKET ON SUNDAY, SEPTEMBER 27TH, 2015.

WHEREAS, northern New Mexico has some of the longest unbroken agricultural traditions in the United States; and

WHEREAS, Santa Fe citizens increasingly desire high quality, locally grown and produced products; and

WHEREAS, the City of Santa Fe Governing Body passed Resolution No. 2014-49 that called for invigorating the Plaza area on June 25th, 2014, and Resolution No. 2014-75 which extended the time frame for the People to the Plaza initiative; and

WHEREAS, the Santa Fe Farmers Market (Market) began in 1968 as a small group of local farmer's selling their locally grown products in partnership with the League of Women Voters; and

WHEREAS, the Market now represents 130 active ranchers, bakers, dairies, beekeepers,

and food artisans representing all 15 northern counties of New Mexico, providing fresh, local products to residents and visitors alike; and

WHEREAS, The Market is the largest such market in New Mexico, and one of the most widely recognized markets in the United States; and

WHEREAS, the Market began operation in the Railyard District in 1999, and moved into the LEED certified Pavilion in 2008, providing space for a year-round Market and additional events; and

WHEREAS, more than 5000 visitors and locals will shop at the Market on any given Saturday during the summer months; and

WHEREAS, with the local multiplier effect, the local economic impact of the market in 2014 was over six million dollars; and

WHEREAS, for the last four years, the Market has hosted a program that brings Santa Fe schoolchildren to the market to learn about agriculture and local food; and

WHEREAS, the Market is a hub of community activity, regularly hosting community organizations, nonprofits, schools, and educational groups; and

WHEREAS, it is the desire of the Market to showcase northern New Mexico's agricultural bounty during the high season of agricultural production with a select number of vendors displaying their products on the Plaza; and

WHEREAS, the Governing Body passed Resolution 2014-49 which declared its desire to bring people to the Santa Fe Plaza, and provide increased economic development opportunities; and

WHEREAS, Section 23-5.2 permits eight (8) events per year for major commercial events on the Plaza, of which the Farmers Market is not one; and

WHEREAS, a major commercial events means any commercial use for which the entire plaza is used; and

WHEREAS, Section 23-5.2(G) SFCC 1987 allows the Governing Body, by resolution, to authorize a committee or city staff to receive, review and approve or deny requests for any function of a commercial use on the Plaza or Plaza Park.

NOW THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF SANTA FE hereby directs staff to collaborate with the Santa Fe Farmers Market to stage a Plaza Farmers Market on part of the Plaza on Sunday, September 27th 2015.

BE IT FURTHER RESOLVED that the Farmers Market shall work with the Public Works Department to determine the requirements for hosting the Plaza Farmers Market.

BE IT FURTHER RESOLVED that the Farmers Market is hereby requested to engage in dialogue with the Santa Fe Downtown Merchants Association, and other relevant parties, to ensure all parties are aware of the intention to hold a Plaza Farmers Market on Sunday, September 27th, 2015.

PASSED, APPROVED AND ADOPTED this _____ day of _____, 2015.

_____

JAVIER M. GONZALES, MAYOR

ATTEST:

_____

YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

Kelley A. Brennan

KELLEY A. BRENNAN, CITY ATTORNEY

Legislation/Resolutions 2015/Plaza Farmers Market

FIR No. 2676

City of Santa Fe
Fiscal Impact Report (FIR)

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

Section A. **General Information**

(Check) Bill: _____ Resolution: X

(A single FIR may be used for related bills and/or resolutions)

Short Title(s): **A RESOLUTION AUTHORIZING STAFF TO COLLABORATE WITH THE SANTA FE FARMERS MARKET TO STAGE A PLAZA FARMERS MARKET ON SUNDAY, SEPTEMBER 27TH, 2015.**

Sponsor(s): Mayor Gonzales and Councilor Lindell

Reviewing Department(s): Parks and Recreation

Persons Completing FIR: Barbara V. Lopez Date: June 8, 2015 Phone: (505)-955-2110

Reviewed by City Attorney: Kathy A. Brennan (Signature) Date: 6/11/15

Reviewed by Finance Director: [signature] (Signature) Date: 6-12-2015

Section B. **Summary**

Briefly explain the purpose and major provisions of the bill/resolution:

This resolution would allow the Farmers Market to hold an event on the Plaza on Sunday, September 27th. City code currently allows for only 8 commercial events per year, but gives the City permission to hold others through the adoption of a resolution. This resolution would direct the Public Works Committee to consider the request, before going before the full council for approval.

Section C. **Fiscal Impact**

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:

a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)

b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)

c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*

1. Projected Expenditures:

a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)

b. Indicate: "A" if current budget and level of staffing will absorb the costs
"N" if new, additional, or increased budget or staffing will be required

c. Indicate: "R" – if recurring annual costs
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs

d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns

e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: _____

_____ Check here if no fiscal impact

Column #: 1	2	3	4	5	6	7	8
Expenditure Classification	FY 15/16	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non-recurring	FY _____	"A" Costs Absorbed or "N" New Budget Required	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected
Personnel*	$ 1280	_____	_____	$ _____	_____	_____	_____
Fringe**	$ 512	_____	_____	$ _____	_____	_____	_____
Capital Outlay	$ _____	_____	_____	$ _____	_____	_____	_____
Land/ Building	$ _____	_____	_____	$ _____	_____	_____	_____
Professional Services	$ _____	_____	_____	$ _____	_____	_____	_____
All Other Operating Costs	$ 180	_____	_____	$ _____	_____	_____	_____
Total:	$ 1972			$ _____			

* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources: N/A

a. To indicate new revenues and/or

b. Required for costs for which new expenditure budget is proposed above in item 1.

Column #: 1	2	3	4	5	6
Type of Revenue	FY _____	"R" Costs Recurring or "NR" Non-recurring	FY _____	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected
_____	$ _____	_____	$ _____	_____	_____
_____	$ _____	_____	$ _____	_____	_____
_____	$ _____	_____	$ _____	_____	_____
Total:	$ _____		$ _____		

3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

4 Parks Employees – 7 Hours, 1 Special Event Coordinator – 4 Hours, Equipment – Trash Bags, Etc.

Section D. **General Narrative**

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

Conflicts with City of Santa Fe Ordinance 23-5.2, Farmers Market is not one of the 8 major commercial events authorized by City of Santa Fe code to utilize the Plaza for a major commercial event. City code allows for other events with the approval of the Governing Body.

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

The Farmers Market would be unable to hold an event on the Plaza. The event is an attempt to continue the People to the Plaza initiative of 2014, and would be in support of continued invigoration of the downtown area.

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None.

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

This event would bring people to the Plaza, where they would increase spending at local shops as well as for those vendors participating as part of the Farmers Market. This event is in support of the People to the Plaza initiative, and would attract more people to the downtown area. It could cause traffic and parking problems in the downtown area, and has the potential to alienate downtown business owners if access to their shops is hampered. The resolution requests that the Santa Fe Farmers Market engage with the downtown merchants association in order to ensure they are aware of the event and can plan accordingly.

Form adopted: 01/12/05; revised 8/24/05; revised 4/17/08