

69.



City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
2007-0401	Communication	In Committee
	Request from the Health Commissioner to expand the use of the West Allis Farmer's Market	
	Introduced: 6/19/2007	Controlling Body: License & Health Committee

COMMITTEE RECOMMENDATION *Approval*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>6/19/07</u>		<input checked="" type="checkbox"/>	Barczak				
			Czaplewski	<input checked="" type="checkbox"/>			<i>AW</i>
			Dobrowski	<input checked="" type="checkbox"/>			
			Kopplin	<input checked="" type="checkbox"/>			
			Lajsic				
			Narlock	<input checked="" type="checkbox"/>			
	<input checked="" type="checkbox"/>		Reinke				
			Sengstock	<input checked="" type="checkbox"/>			
			Vitale				
			Weigel				
			TOTAL	<u>5</u>			<u>0</u>

SIGNATURE OF COMMITTEE MEMBER

Krist Kopplin _____
 Chair Vice-Chair Member

COMMON COUNCIL ACTION **APPROVAL**

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>JUN 19 2007</u>			Barczak	<input checked="" type="checkbox"/>			
			Czaplewski	<input checked="" type="checkbox"/>			
			Dobrowski	<input checked="" type="checkbox"/>			
	<input checked="" type="checkbox"/>		Kopplin	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Lajsic	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Narlock	<input checked="" type="checkbox"/>			
			Reinke <i>ew</i>				<input checked="" type="checkbox"/>
			Sengstock	<input checked="" type="checkbox"/>			
			Vitale	<input checked="" type="checkbox"/>			
			Weigel	<input checked="" type="checkbox"/>			
			TOTAL	<u>9</u>			<u>1</u>



HEALTH DEPARTMENT

Terry L. Brandenburg
Health Commissioner

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Health Department
7120 West National Avenue
West Allis, Wisconsin 53214

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MEMORANDUM

TO: Mayor Jeannette Bell
West Allis Common Council

FROM: Terry Brandenburg, Health Commissioner

DATE: June 14, 2007

SUBJECT: EXPANDED USE OF THE WEST ALLIS FARMERS' MARKET

As you aware, in 2006 the West Allis Farmers' Market underwent an extensive renovation. It remains one of the best, if not the best, farmers markets in Wisconsin. The Market is one of the anchors of the Six Points redevelopment project and brings a tremendous amount of potential to showcase this revitalized neighborhood and also the entire community.

Earlier this year I asked a group of key stakeholders to come together and help draft a vision for the future of the West Allis Farmers' Market. The group included Mayor Bell, Alderperson Czaplewski; Alderperson Dobrowski; Paul Ziehler, City Clerk; John Stibal, Director of Development; Scott Post, City Attorney; Helmut Toldt, Developer and Gerise LaSpisa, Chamber of Commerce Executive Director.

After considerable discussion, the following vision statement was drafted:

The West Allis Farmer's Market is a prominent landmark that provides fresh wholesome farm products. The Market's rich history will be complemented through promotion of the City of West Allis, support of local businesses, and the use of the Market as a center for community activities.

This vision recognizes that the Farmers' Market has been a city icon in the past and needs to continue to provide fresh farm products to the community; but also expands the use of the

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Market as a place for other community events that support West Allis businesses and promotes the neighborhood and the City. This vision was adopted by the West Allis Board of Health at their May meeting.

I would like to move expeditiously to bring life to this new vision for the Market. I believe there are three primary issues that need to be addressed; (1) thoroughly explore potential expanded uses for the Market, (2) pursue additional revenue concurrent with that expanded use, and (3) look to a public/private partnership to implement that expanded use.

During the course of our recent visioning sessions, a number of uses were generated and discussed. These included a variety of civic events sponsored by community organizations, sales of various kinds during the non-market days, and music at the Market. We gained some experience last year by hosting a very successful "Corks and Forks" event sponsored by the Chamber of Commerce. I believe these are the type of events and uses that will enhance and promote the community throughout the region.

Revenue is also an important consideration given the stressors on our annual budget. Expanded use of the Market should result in expanded revenues for the City. We need to be creative in how we develop new Market revenues.

Finally, I believe we need to explore a public/private partnership to initiate these expanded uses of the Market. To fully realize the potential at the Market it will take significant resources and skills to recruit, arrange and coordinate special activities and events at the Market. These events could include arts and craft fairs, entertainment, special one-day sales of products, or events such as last year's "Corks and Forks". I do not believe we possess the staff time or skills necessary to continuously arrange and operate these types of events. This may be an opportunity to acquire a private sector partner who has the requisite experience and skills in event planning and implementation.

West Allis has been extremely fortunate to have the Farmers' Market operating in its present location for the past 76 years. It is an icon for the community and will be an asset to the extensive redevelopment currently underway at Six Points. It has great potential to further showcase our community but I believe we will need assistance in actually seeing the expanded use come into fruition.

In order to move forward in achieving the vision for the Market, I am requesting the following: (1) approval of the concept to expand the use of the Market and (2) approval to move forward in drafting a Request for Proposals (RFP) to solicit a private sector partner to operate new functions at the Market. A final RFP draft would be brought back to the Common Council for approval.

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I would expect many questions and concerns about moving in the direction of expanded use of the Market and the solicitation of a private partner to operationalize this expanded use. This is a relatively new venture for the City and I would anticipate much debate. I would be pleased to provide any additional information or answer any questions you might have concerning this request.

TB/gs

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