

Agenda Minnetonka Parks & Recreation Board

Wednesday, December 4, 2019

7 p.m.

Minnetonka Community Center – Minnehaha Room

Parks & Recreation

Board Vision

A city with outstanding parks and recreational opportunities within a valued natural environment.

Board Mission

The mission of the Minnetonka Parks & Recreation Board is to proactively advise the City Council, in ways that will:

- » **Protect & enhance Minnetonka's natural environment**
- » **Promote quality recreation opportunities and facilities**
- » **Provide a forum for citizens interested in our parks, trails, athletic fields and open space**

1. Call to Order
2. Roll Call
 - ___ James Durbin
 - ___ Chair Nelson Evenrud
 - ___ Chris Gabler
 - ___ Elena Imaretska
 - ___ Ben Jacobs
 - ___ Cynthia Kist
 - ___ Chris Walick
3. Reports from Staff
4. Approval of Minutes
 - A) October 2, 2019
5. Citizens wishing to discuss items not on the agenda
6. Business Items
 - A) Appointment of Chair and Vice Chair
 - B) Review of 2019 Farmers Market operations and staff recommendations for 2020
7. Park Board Member Reports
8. Information Items
9. Upcoming Park Board Agenda Items
10. Adjournment

Minutes of the Minnetonka Park Board Meeting of October 2, 2019

1. Call to Order

2. Roll Call

Park Board members in attendance included James Durbin, Nelson Evenrud, Chris Gabler, Cindy Kist and Christopher Walick. Excused members included Elena Imaretska and Ben Jacobs. Staff members in attendance included Jessica Benoy, Ann Davy, Mike Funk, Carol HejlStone, Kathy Kline, Kelly O'Dea and Sara Woeste.

Chair Evenrud called the meeting to order at 7 p.m.

2. Reports from Staff

Recreation Director, Kelly O'Dea introduced Recreation Program Manager, Jessica Benoy. Benoy manages the Shady Oak Beach, aquatics programs and inclusion services. Benoy has been with the City of Minnetonka since May of 2019.

3. Approval of Minutes

Gabler moved, Walick seconded a motion to approve the meeting Minutes of September 4, 2019 as submitted. All voted "yes." Motion carried.

Durbin noted that in the September minutes there was a vote that should have been listed as abstained regarding the Gray's Bay Marina 2020 boat slip rates.

4. Citizens wishing to discuss items not on the agenda

None

5. Business Items

A. Shady Oak Beach Operations Report

Recreation Superintendent, Ann Davy reported on the 2019 Shady Oak Beach operations report. She reported that all the numbers were low this year and could be contributed to the high dive and dock being closed all season. Some highlights from the season:

- New manager of the beach: Jessica Benoy. She brought in some knowledge about safety and shared it with staff
- New monument sign: installed prior to the start of the season
- New event: back to school bash
- Upgrades to lifeguard shack: coming this fall

Walick noted rentals were a little bit lower than last year, however, they were higher than 2017. He also asked if any repairs are needed due to the high water.

Davy responded that staff is unaware of any long-term damage to docks and such at this time. Pumping the water will resume in the spring.

Durbin wondered what the water level is currently at.

Davy noted that it is still high.

Evenrud questioned if the water has ever been this high in the summer.

Davy noted that nobody can remember it being this high.

O'Dea added that in 2018, the water was probably two feet under the dock. Although the dock says "No Swimming under Dock", kids do it anyway. With water being at the dock level, that was a major safety concern. Looking back five to 10 years ago, water was probably five or more feet under that. Water was pumped before and during the entire beach season. Around July 4 the water was close to the 2018 level but it came back to the top after two huge rainfalls. Water was pumping at a rate that staff thought was as high as they could go. The water goes into the creek so there are also certain restrictions with that.

Kist asked if the inflatables were out again this year and if they were popular.

Davy responded that they were very popular. There was a piece that was not used last year because it was heavy and tough to transport. This year it was used as a replacement dock and it stayed in the water the entire season.

Davy replied that more inflatables may be purchased for next year.

Benoy added that keeping the inflatable obstacle course out every day is being considered for next year. The course was available three days a week this year.

Evenrud questioned if the obstacle course schedule was made to reduce wear and tear.

Benoy responded that it was a staffing issue with not having enough lifeguards.

Evenrud asked if the water level is predicted to be an issue going forward.

O'Dea commented that the water level is very concerning. In addition to pumping water, Public Works staff has filed for permits with the DNR and Nine Mile Creek Watershed District to try and have a permanent solution. However, an outlet for it to drain may not be approved by next year because the creek has a lot of rules and restrictions.

Durbin asked if pumping water is done for the year.

O'Dea replied that milfoil was found in the lake and that stopped the pumping process. A screen is now required to put on the pump, which staff would have to build. The rate of which the water can flow through it drops significantly. Public Works staff is contemplating if it is worth doing that for the fall months.

Durbin commented that the water level is high now and more rain is expected in the fall. He anticipates running into this problem again at the beginning of next year.

O'Dea thinks that is why staff has to be creative with other amenities at Shady Oak Beach. Capital dollars are available for purchasing more inflatables in 2020. Staff attributes the low numbers specifically to the dock. It is the main attraction at the beach and has been there for years.

Durbin agrees that is a huge contributor and another is that half the beach was under water.

O'Dea responded that staff can do some research into the sand issue. Maybe there is a way to provide more of a beach.

Durbin liked the floating dock. It was a nice option for jumping off of since there was no high dive dock.

O'Dea said that the beach may be without a dock again next year and staff needs to be creative in finding ways to attract customers.

Gabler noted that the weather was awful. Around 60 percent of the weekends were wet. Dock or no dock, people won't go if the weather is bad.

Evenrud added that there is opportunity when thinking about what to do when the high dive will have to be replaced years down the road.

Durbin commented that there was a zip line at Summer Fest two years ago.

Walick liked that they are doing programming there.

O'Dea reported that some yoga programming was also out there. Attendance was down a little bit but people who came enjoyed it.

Durbin wondered if other area lakes attendance was not as high.

Walick commented that Libbs Lake was still busy.

Durbin asked if anyone has an engineering perspective on how long the dock will last at Shady Oak Beach.

O'Dea replied that it gets inspected every year. Staff doesn't have a prediction or estimate as far as expectancy.

Durbin said that we should thinking about it because in 10 years we will need creative thinking.

Evensrud complimented staff on managing it considering the challenges.

O'Dea complimented Benoy on a great job.

6. Park Board Member Reports

Durbin asked staff to talk about what is next with the red barn.

O'Dea responded that the house is gone and that was planned for. Staff is still looking at what to do with a barn. The Capital Improvement Plan (CIP) from either 2016 or 2017 has some carried over dollars to improve the structure. Staff needs to take a really good look at what that means and figure out how much money we want to put into making that structurally sound.

Durbin recommends taking a slow and methodical approach to that because we have owned the property for a long time and haven't done anything with it. He asked if the materials were reclaimed.

Park and Trail Planner, Carol HejlStone responded that the same process was used as the Ann Cullen-Smith property. The goal was to reuse or recycle as much as possible.

Evenrud reported that Purgatory Park is a great environment. He was there the night of Minnetonka High School's homecoming and there were probably 30 cars there. It is a big picture spot for homecoming.

7. Information Items

Mountain Biking

O'Dea updated the park board about mountain biking. The group that sued the City for the Environmental Assessment Worksheet (EAW) had petitioned the Minnesota Supreme Court and on September 17, 2019 that petition for review was denied by the Supreme Court. That case is now done. Staff is now meeting internally and figuring out a plan as far as the next steps and coming up with a timeline. There will be a new project page on the website and there will potentially be monthly park board updates. Staff is taking their time and making sure they are following the appropriate next steps in this project. Hopefully there will be more information in either November or December.

Walick asked if the Minnesota Supreme Court gave a reason why it was rejected.

O'Dea said their response was that they are not taking this case.

Evenrud says that this says a lot about the time the city took for research, the process and the answers they gave. The park board felt confident in it and he heard the city council saying they are pretty certain. Evenrud asked if there was another city run trail and if this will be the longest city run mountain bike trail.

Woeste responded that Carver Lake Park is operated by Woodbury and they have over five miles. Minnetonka staff has been working with their staff pretty closely and learning about their process.

Plymouth Road Trail

HejlStone said there has been substantial amount of trail work along Plymouth Road this summer and that work is continuing; it's predicted to be completed within the coming weeks. The trail paving itself has been largely completed and landscaping is being installed along the corridor. The trail will likely open sooner than later but some points may have restricted access for safety reasons.

Once complete, the trail will be about 1.25 miles in length and will connect the Ridgedale area to the Burwell House Park, local businesses and the Lake Minnetonka LRT regional trail. It has also been selected or identified as the primary alignment for the future Eagle Lake/Bryant Lake Regional Trail as part of the West Metro Regional Trail Study. It is really a completion of a pretty significant project that will connect a large part of the community.

Ridgedale Park

HejlStone stated that on Monday, September 16, 2019 the city council voted unanimously to approve the design contract with Damon Farber for their services to take the concept plans and move those forward into full design. The construction for that park is anticipated to begin in 2021.

Some of the Crane Lake Park improvements are in progress. Some underground storm water storage tanks are being installed and some grading work and soil stabilizations can be done. The park improvements can begin in spring and summer of 2020.

Excelsior Boulevard Trail

HejlStone noted that on Monday, September 16, 2019, city staff presented a trail feasibility study recommending the south side of Excelsior Blvd for the location of two new trail segments. It was approved to move forward into final design for those projects.

That project will stretch from Shady Oak Road to Kinsel Road. There will be two separate phases for the project. Due to negotiations with Xcel Energy for utility burial as well as some easement acquisition needs, the first segment will be Shady Oak Road to Baker Road. It would likely start to be constructed next summer through the fall.

Durbin thinks that the Excelsior trail that goes from Glen Lake to Shady Oak is really important. There are a lot of runners and bikers there and it would become more user friendly. Durbin questioned if the final design of Ridgedale Park will come back to the park board.

HejlStone responded that the final design process will include items such as where electrical conduit is needed for elements or making sure a structural engineer looks at pergolas, etc. Should the design need to change substantially, input would be needed. For the day-to-day development of construction drawings, there would not be a lot to comment on.

Durbin requested that HejlStone talk about what the final conceptual design looks like.

HejlStone replied that the concept has been approved by the park board and city council for the design. However, there will be additional opportunities to weigh-in as far as operations or programming types.

Durbin asked if the communication department will send something out to inform people that the Plymouth Road project is complete. It was a big project that rerouted a lot of infrastructure that no one knew was underneath Plymouth Road. It took a lot to connect Dairy Queen to Ridgedale and the Ridgedale Library to Ridgedale Mall all on one trail safely. That is a significant accomplishment so he is hoping there will be some kind of grand opening or something sent out so people know they can use it.

HejlStone said staff looked at doing a grand opening for the trail, however, the timeline kept getting pushed back due to the weather. Staff can certainly talk with communications and have them send something out so people are aware that this amazing asset is usable now.

Durbin commented that one of the primary goals in our mission is to improve the trails. When the city accomplishes this, he thinks the city should highlight it to keep the support of the residents. Otherwise, people will take it for granted because they do not see all the work that goes into planning and prioritizing it. Then we won't have that long-term support to continue building the rest of it.

Evenrud asked if there are any plans on extending the Excelsior Boulevard trail west toward the high school.

HejlStone noted that the eastern most portion of the trail will connect to the Shady Oak LRT Station. It will also connect to the Village Center at the Baker Road intersection and the Glen Lake area. In the future there are plans to extend to County Road 101 but those segments are outside of our current funding cycles.

Durbin believes those segments are pretty high on the priority list.

Evenrud added that from Glen Lake to County Road 101 the road is twisty and people drive fast there. It isn't even an option for kids to walk or bike on that road.

Durbin replied that it is scary because kids are biking and walking on that road.

O'Dea noted that the city is very fortunate to have HejlStone and the Park and Trail Planner position.

Kist mentioned that at the last meeting there was discussion of holding an event such as a grand opening where the running club and park board would be included. Kist asked if staff is still thinking about doing that or possibly a walk on the trail.

Assistant Recreation Director, Sara Woeste said that due to the weather, construction got pushed back and then the event got eliminated. Staff spoke to the communications department and rather than an event, they are going to send something out. It will be something that informs people on what we did, how it can be used and where it goes. It could be part of the park board tour next year.

Gabler suggested putting a GoPro on somebody riding the trail and posting their video on the website.

8. Upcoming Park Board Agenda Items

Volunteer Recognition:

Woeste explained that it is done every other year and it will take place this year. Invites will go out to all the volunteers that work with recreation and natural resources. There will be a regular meeting, ceremony and a reception after. If you are unable to make it, let staff know as soon as possible.

Burwell Spooktacular:

O'Dea mentioned that there used to be a Burwell Festival that was part of the Summer Festival. Staff decided to have a stand-alone event in October called the Burwell Spectacular instead of the Burwell Festival. Communications pushed that on social media and there was a lot of interest.

Durbin asked if this is the inaugural one and O'Dea confirmed it is.

Woeste explained that this event is very weather dependent and staff is unsure of how many people will attend.

Evenrud asked how the house will be involved.

Woeste responded that staff can't really program anything in the house. To make it more kid friendly, there will be a self-guided tour with tour guides stationed in different parts of the house handing out candy and answering any questions. Outside, there will be story tellers, food, music, photo ops, crafts, different types of entertainment and a scavenger hunt.

Durbin asked if parking is going to limit attendance.

Woeste replied that parking is available at both St. David's Center and the Mills Church. Police will also be helping people cross the roads. There is quite a bit of parking at St. David's Center so hopefully that will accommodate most of the guests. Also, people probably won't stay the entire time which will allow some turnover.

Gabler asked what time the event takes place.

Woeste answered 5:30 – 8 p.m., so it will be dark for most of the event. Which, also makes it an interesting planning effort as far as lighting the grounds.

Evenrud commented that it looks great and thanked staff for starting something new.

Evenrud reminded park board members that the joint meeting with the council starts earlier than normal meetings.

9. Adjournment

Gabler motioned to adjourn, seconded by Walick. Evenrud adjourned the meeting at 7:43 p.m.

**Minnetonka Park Board Item 6A
Meeting of December 4, 2019**

Subject:	Appointment of Chair and Vice-Chair positions
Park Board related goal:	Enhance long-term park board development
Park Board related objective:	N/A
Brief Description:	By ordinance, the park board is required to select a Chair and Vice-Chair to serve beginning with the February meeting.

Background

By ordinance, the park board is required to select a Chair and Vice-Chair to serve beginning with the February 2020 meeting. The current terms of Chair Nelson Evenrud and Vice-Chair Cynthia Kist will expire on January 31, 2020. New appointments will serve a term from February 1, 2020 through January 31, 2021.

Recommended Park Board Action: Recommend appointments for the Chair and Vice-Chair positions for a term beginning February 1, 2020 through January 31, 2021.

**Minnetonka Park Board Item 6B
Meeting of December 4, 2019**

Subject:	Review of 2019 Farmers Market Operations and staff recommendations for 2020 operations
Park Board related goal:	To provide quality athletic and recreational facilities and programs
Park Board related objective:	Offer a full range of programs for people of all ages and ability levels
Brief Description:	Park Board will review the 2019 Farmers Market operations and review staff's recommendations for 2020

Background

The Minnetonka Farmers Market began in the summer of 2009 and was managed by the city's Administration Department from 2009 to 2015. Recreation Services took over management of the market beginning in 2016. Bonnie Hanna-Powers was hired as the Farmers Market Manager in early 2018, and currently manages the farmers market and winter farmers markets.

Summary

2019 Farmers Market season:

- 16 weeks
- Tuesdays, 3-7p.m.
- June 11th – Sept 24th, 2019
- Market Location: Civic Center Campus, Ice Arena B parking lot



Vendors:

- 58 rotating vendors
 - 43 booths (18 new)
 - 15 food trucks (11 new)
 - Average market day: 27 vendor booths and 1-2 food trucks.

- Products overview:
 - Farm Produce: vegetables, fruits, herbs, local raw honey, maple syrup, eggs, organic beef, pastured pork, flowers, native plants, vegetable plants.
 - Value-added: jams, jellies, pickles, preserves, pickled vegetables, sauces, coleslaw, hot sauce, roasted coffee beans, kombucha by the bottle, spiced tea.
 - Baked goods: breads, pretzels, granola, South American baked goods, croissants, macaroons, cookies, Bundt cakes, low-sugar baked goods.
 - Ready to eat: empanadas, coffee: hot, iced; kettle corn, bubble tea, kombucha by the glass, frozen custard, ice cream sandwiches, and food trucks.
 - Other: soaps, skin care, agates, pet food & treats, crafts.

Community Booths:

- The Minnetonka Farmers Market hosted a total of 13 local community groups and two activity tents. The community booths included local non-profits and city departments such as the city's police and fire departments, and Hennepin County Master Gardeners.

Year	Attendance	Weekly Average	Best Day
2019	7,728	483/market (16 markets)	705 attended 7/30/2019
2018	7,215	481/market (15 markets)	724 attended 7/17/2018
2017	6,890	510/market (13.5 markets)	631 attended 8/15/2017
2016	4,225	338/market (12.5 markets)	

Attendance:
The Farmers Market continued to draw more attendees in 2019, with total attendance up 513 over the 2018 season.

Customer & Vendor Feedback

Both vendors and customers of the market were surveyed electronically at the conclusion of the 2019 season. The vendor survey results indicate that 80% of the returning vendors reported that their sales were the same or better than in 2018. The customer survey results show that the majority of customers attend the market to support local growers (75%) as well as for its convenience (51%), selection of products (57%) and sense of community (45%).

The majority of customers would also like to see the market continue to grow, with greater variety of vendors and products. 82% of customers surveyed rated the overall quality of the products at the market to be excellent.

Staff will provide a detailed summary of the successes and challenges of the 2019 market, review new programs and activities that were added, and present recommendations for the 2020 market.

Staff Recommendations

- Continue to expand variety of vendors through active vendor recruitment.
 - Recruit more organic farmers or farmers with organic practices.
 - Invite more local, independent stores to set up a booth at the farmers market.
- Library
 - Invite Hennepin County Library to come back to the market for 1-2 special event day(s)
 - Build and launch a Minnetonka Farmers Market – Little Free Library.
- Work with city staff to cross-promote Farmers Market and Music in the Park with its new 6:30pm start time.
- Schedule 2 food trucks per market
- Newsletter: create a monthly print newsletter, hand out at the farmers market information booth.

Recommended Park Board Action: Review the 2019 Farmers Market summary of operations and recommendations for 2020 and provide input as needed.

Attachment:
2019 Farmers Market Operations Report



2019 Farmers Market Operations Report

Contents

Rebranding the Market.....	2
Site Information.....	2
Information Booth.....	3
Welcome to the Minnetonka Farmers Market!.....	3
Tokens & More	4
Market Tokens.....	4
Market Bucks	4
Healthy Savings.....	4
Loyalty Punch Cards	4
Tote Bags	4
Power of Produce Club	4
Power of Produce Club Participation	5
Other Kids Programming	6
Vendors.....	7
By the numbers:	7
Products:.....	7
2019 New vendors & their products:	8
Food Trucks & Ready to Eat Foods:.....	9
Community Booths.....	10
Entertainment	11
ICA Donations.....	12
Communication & Outreach.....	13
Weather	13
Attendance.....	13
Customer Feedback.....	14
Post-season survey results.....	15
Winter Farmers Market.....	18
Winter Season 2018-2019 Recap	18
Winter Farmers Market Dates, 2019-2020 season:.....	19
Upcoming Winter Market Dates:.....	19
Staff Recommendations for 2020.....	20

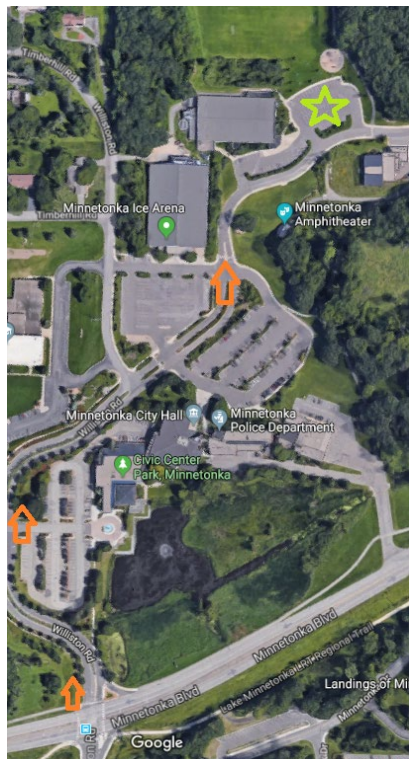
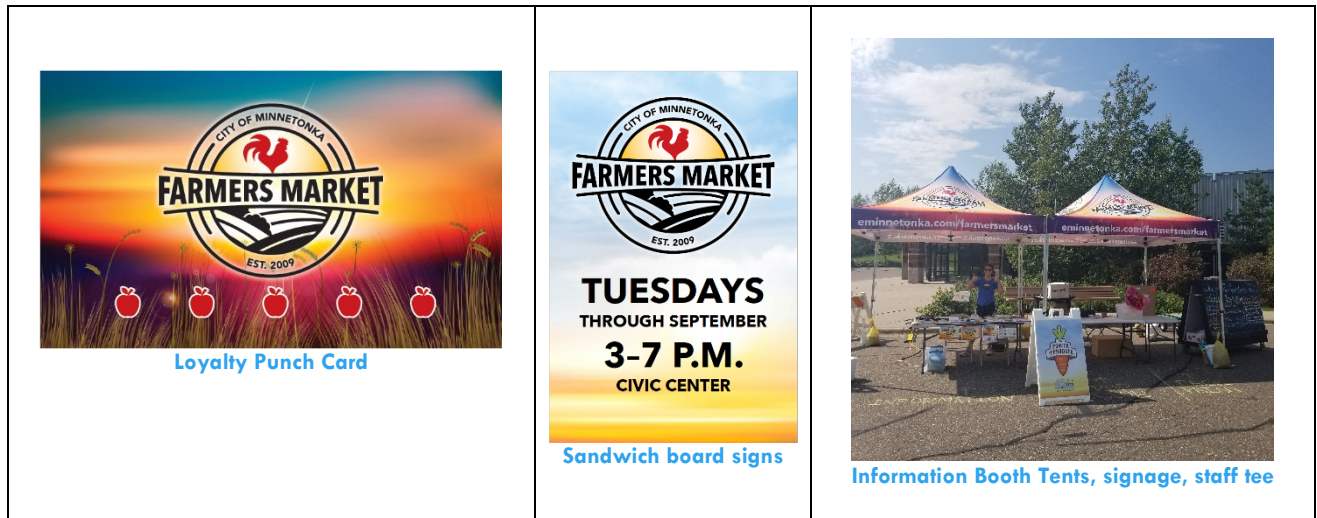


2019 Farmers Market Operations Report

Rebranding the Market

This year, in collaboration with Communications staff, the Farmers Market rebranded with a new look. This included a new logo, new colors and an update to the market equipment, and materials.

Examples:



Site Information

The Minnetonka Farmers Market was held on the civic center campus, in the Ice Arena B parking lot.

Updated signs pointed attendees along the drive leading from Williston Road to the market site at the rear of the campus, held in the parking lot of Ice Arena B.

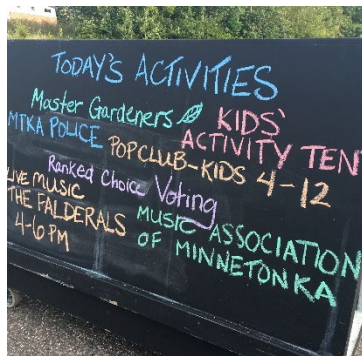




2019 Farmers Market Operations Report

Information Booth

Welcome to the Minnetonka Farmers Market! When customers came in to the market, the Information Booth was the first thing they saw. A large chalkboard sign welcomed them to the market, and gave a snapshot of what was available at the market that day. A smaller chalkboard map, located at the Info Booth showed which vendors were on site and where to find them.



This year, we purchased colorful tents during our rebranding equipment update, which made the Info Booth easier to find from a distance. We provided general information about the market, loyalty punch card check-ins, token sales and a range of materials incl. Recreation Brochure, Minnesota Grown catalog, weekly recipes, EBT/SNAP and Market Bucks info.



2019 Farmers Market Operations Report

Tokens & More

Market Tokens

Customers were able to visit the Information Booth and purchase tokens to use in the market with their credit, debit or EBT/SNAP cards.

Market Bucks

Market Bucks was a program that we participated in through Hunger Solutions. We were able to match up the first \$10 of EBT/SNAP a customer charges each week. This means that someone shopping with their EBT/SNAP card can effectively double their purchasing power at the market.

Healthy Savings

Healthy Savings was a popular program at the market. Customers showed their Healthy Savings or Medica insurance card and received a \$3 coupon to spend on produce (fruits, veggies or herbs) of their choice. Healthy Savings promoted the Minnetonka Farmers Market each week by listing the market as a participating location. Healthy Savings is available through several insurance providers and some individual employers.

Loyalty Punch Cards

Customers received a punch on their loyalty punch card just by attending the farmers market. After the punch card had 5 punches, it was entered into a weekly drawing. Winners received a farmers market tee shirt with the new logo.

Tote Bags

Customers in the know stopped by the Info Booth, said the weekly code word and received a free farmers market tote bag. The code word was posted each week on the city's Facebook and Twitter pages.

Power of Produce Club

The Power of Produce Club, or POP Club, was also held in the Information Booth. This program was for kids, ages 4-12. Parents or other guardians could sign up kids to receive a \$2 voucher for a fresh fruit, vegetable, herb or food plant of their choice, each week they checked in. The kids received a POP Club tote bag, crayons to decorate it, and a packet of cucumber seeds on the week they signed up.

Participation in the program grew over last year, by 14%, or 178 more check-ins.

This program was a sponsored program. Our 2019 sponsor was South Lake Pediatrics.



2019 Farmers Market Operations Report



POP Club participants with broccoli and decorated bags.

Power of Produce Club Participation

Date	POP Club Signups	Check Ins	Total Kids Engaged	Key:
2019-06-11	65	0	65	POP Club Signups: number of individual children participating for the first time this year, signed up. Received first voucher, tote bag. Check-ins: number of participants, already signed up, checked in and received voucher. Total Kids Engaged: Total number of times a child participated in the program that day, year. The average participant attended the market: 2019 – 3 times 2018 – 2.8 times
2019-06-18	84	28	112	
2019-06-25	61	78	139	
2019-07-02	35	50	85	
2019-07-09	23	42	65	
2019-07-16	24	67	91	
2019-07-23	28	79	107	
2019-07-30	49	82	131	
2019-08-06	21	82	103	
2019-08-13	11	62	73	
2019-08-20	15	74	89	
2019-08-27	20	96	116	
2019-09-03	11	62	73	
2019-09-10	10	62	72	
2019-09-17	8	43	51	
2019-09-24	8	57	65	
2019 Totals:	473	964	1437	
2018 Totals:	446	813	1259	



2019 Farmers Market Operations Report

Other Kids Programming: Kids also enjoyed farmers market scavenger hunts, stickers, temporary tattoos, face painting, blowing bubbles and sidewalk chalk. Community groups provided other fun learning activities at their booths.



Left, Center: Sue volunteers, offers face painting at the farmers market. Right: A family enjoying bubbles

Examples:

- **Bach to Rock: Instrument Petting Zoo**

Bach to Rock brought a variety of instruments for kids to try playing, 4 times this season.

- **Hennepin County Master Gardeners: FARMERS MARKET CHILDREN'S ACTIVITIES**

JUNE: **Roots with a View**

In this activity, children will be able to watch a seed develop into a thriving plant. They will plant a seed in a clear plastic cup, which they can take home – with care instructions and a Seed Diary they can use to chart the changes in their seed.

JULY: **Going on a Bug Hunt: Pollinators**

Using a magnifying glass, children will go on a bug hunt through an insect specimen box. They will learn the role that insects play in our gardens, focusing on the pollinators that we depend on to grow much of the food we eat.

AUGUST: **Fun with Herbs**

This activity starts with a sniff test on a sampling of common herbs. Leaders will help children identify familiar scents and look at the some of the ways we use herbs. They will take home recipes for making healthy summer drinks using herbs with fresh fruits and vegetables.

SEPTEMBER: **Fall Crafts**

In this project, children will focus on the changes taking place outside in the fall. They will use fallen leaves and seeds to make notecards and door hangers to take home.



2019 Farmers Market Operations Report

Vendors

Minnetonka Farmers Market vendors brought a wide variety of homegrown and homemade goods to the market in 2019.

By the numbers: 41 vendors + 12 food trucks = 53

Average number of vendors scheduled per market: 27.

Products:

- Vegetables, Fruits & Herbs (10 Vendors) *Produce farms were delayed across the state by several weeks, due to the late spring and damp conditions.
- Jams, jellies
- Pickles, pickled vegetables
- Apples
- Breads, pretzels, granola
- Empanadas
- South American baked goods
- Local raw honey
- Maple syrup
- Coffee: beans, hot, iced
- East African spiced tea
- Kettle corn
- Bubble tea
- Eggs
- Croissants, macaroons, cookies, etc.
- Sauces
- Coleslaw
- Soaps, skin care
- Kombucha: by the glass, bottle
- Low-sugar baked goods
- Organic beef
- Pastured pork
- Hot sauce
- Crafts: textiles, wood, jewelry
- Native plants & vegetable plants
- Agates
- Bundt cakes
- Pet food & treats
- Frozen custard
- Locally grown flowers



2019 Farmers Market Operations Report


2019 New vendors & their products:

Akerberg Acres	Canned apple products, jams, jellies, pickles, salsa, pickled vegetables, maple syrup, popcorn, fresh vegetables, apples, pumpkins, gourds, winter squash, and hops.
Bunka LLC	Galab tea – traditional East African tea blend
Chang's Kettle Corn	Kettle corn and bubble tea, made at the market
Chef Kari's Healthy Delights	White chocolate blueberry oatmeal cookies, chocolate chip coconut cookies- gluten free and vegan, fudgy chocolate brownies (gluten free & vegan). "Diabetic friendly snacks and treats made with only good-for-you ingredients."
Clearwater Bay Coffee	Packed and sealed fresh roasted coffee beans, some beans certified organic. Hot and iced coffee by the glass.
Flower Garden Bakery	Croissants, muffins, mini-pies, cookies, mud cake, coconut macaroons, buns
The Goose House	Apricot habanero jelly, zesty zucchini relish, citrus wheat beer jelly, strawberry rhubarb jam, bourbon cherries, Asian sweet and sour sauce, sweet and spicy pickles, dill pickles, blueberry limoncello sauce, raspberry jam (4-5 each week). Pickled coleslaw: You can drain some of the brine and add mayonnaise to make it creamy. It would be really good on fish tacos or pulled pork.
Her Family Farm	Produce: asparagus, green beans, broccoli, Brussel sprouts, cucumber, corn, eggplant, kohlrabi, carrots, cabbage, chives, chili pepper, jalapenos, lettuces, cilantro, okra, green onion, bulb onion, sweet onion, parsley, leeks, radish, spinach, ground cherries, dill, mustard greens, kale, tomatoes, potatoes, squash, zucchini, blueberries, snap peas.
Homeplace Beef	Frozen grass-fed organic ground beef & patties
LA Florida Photo Artists	Photo art of FL and MN, cards, prints.
Natural Shore Technologies	Plant starts: various native flowers, some vegetable & herb seedlings.
Nothing Bundt Cakes	Bundt cakes - 4 sizes, 10 flavors : 1 gluten free flavor
Pet Wants Twin Cities West	Pet spa and pet treats (homemade), pet foods (Pet Wants, resold).
Rita's Italian Ice	Pints of frozen custard, quarts of Italian ice, 4 packs or ice cream cookie sandwiches. Rotating flavors.
SK Coffee	Locally roasted Coffee Beans, brewed coffee
TeaQuinox Kombucha LLP	Kombucha flavored with cold pressed organic juices. Tap and bottle.
Veterans Farming Initiative	Eggs (chicken, quail, duck), chicken, duck, goose, mangalitsa pork, heritage pork, lamb, chevre, microgreens, berries: raspberry, black berry, elderberry, beeswax products, soaps (meat not available until late summer).
Xiong Family Garden	Flowers: dahlia, zinnia, celosia, snapdragon, lily, dry flower, sun flower, tuberose, kale flower. Produce: red potato, white potato, cucumber, zucchini, light green patty pan, dark green patty pan, yellow patty pan, green kohlrabi, purple kohlrabi, beets, cilantro, dill, table onion, purple kale, green/regular kale, dinosaur kale, cabbage, leaf lettuce, red leaf lettuce, romaine lettuce, yellow carrot, purple carrot, white carrot, tomatoes, green beans, sugar snap peas, "silk peas", cauliflower, purple cauliflower, broccoli.



2019 Farmers Market Operations Report

Food Trucks & Ready to Eat Foods:

Food Trucks:	Other ready to eat options included:
Arcane Kitchen	Glasses of Kombucha from TeaQuinox Kombucha
Medbox Grill	Soft pretzels from Aki's BreadHaus
North Star Donuts	Empanadas from Atacama Catering
O'Cheeze	Bubble Tea & Kettle Corn from Chang's Kettle Corn
Outlaw Grill	Hot & Iced Coffee from SK Coffee & Clearwater Bay Coffee
Roberts BBQ	Various pastries, including giant cookies from Flower Garden Bakery (shown below)
Russell's Travelling Kitchen	
Rusty Taco	
The Salsa Spot	
Samurai Teppanyaki Food Truck	
Urban Sub	
Minnesota Chimney Cakes	
<p>3 others scheduled, but could not attend on the day:</p> <ul style="list-style-type: none"> • Purple People Feeder • Dough Dough • Rebel Lobster 	



Left: MN Chimney Cakes, Right: Urban Sub



2019 Farmers Market Operations Report

Community Booths

Average number of community booths per market: 6.

Sue - Face painter	Free face painting
Kids Activity Tent (us)	Bubbles, chalk, coloring sheets, hula hoops
Bach to Rock – Instrument Petting Zoo	Play an instrument
Extension Master Gardener	Garden, plant, animal and seasonal info
The Landing Shop	Crafts made by senior artists from The Landing Shop.
Master Gardeners Children’s Activities	Monthly activity, exploring seasonal nature topics.
Mazon	Hunger relief organization
Minnetonka Fire	City Fire Department-educational activities, fire engine.
Minnetonka Police	City Police Dept. – meet and greet
Minnetonka Garden Club	Annual plant sale
Music Association of Minnetonka	Info Booth
Nine Mile Creek Watershed District	Interactive water pollution activity
Ranked Choice Voting for Minnetonka	Interactive voting demo and info booth
Reach for Resources	Info Booth for group’s services. Mission: supporting individuals with disabilities and mental illness
South Lake Pediatrics	Teddy bear clinic and scavenger hunt, Power of Produce Club sponsor



Minnetonka Police



Ranked Choice Voting Info Booth



2019 Farmers Market Operations Report

Entertainment

Each week at the market we hosted a live band from 4-6PM. Genres included: folk, Americana, country, world/middle eastern, swing, standards, singer-songwriter, blues, Native American flute, instrumental guitar, etc. Each band attended the market once in the season to provide a wide variety of music.

June 11	King Baron
June 18	Bill Mann
June 25	Peter Ruddy
July 2	Light of the Moon Duo (Mike Keyes & Nick Jordan)
July 9	Rosewood
July 16	Tom Savre
July 23	Michael May
July 30	Heart of a Tinman
August 6	Kirk & Low
August 13	Mariah Dawn Shepherd & The Covert Dragon
August 20	Mark Grim
August 27	The Falderals
September 3	Christian Nielsen
September 10	The Gritpickers
September 17	Sherry Minnick and Phil Nusbaum
September 24	Black Isles Band



Mariah Dawn Shepherd, strolling through the market



Heart of a Tinman



2019 Farmers Market Operations Report

ICA Donations

Each week, market vendors donated produce to ICA, which was picked up by a volunteer. Throughout the season, our farmers market vendors donated 2,014 pounds of produce. Customers were able to donate cash. The total collected was \$256 for the season.

According to ICA, that equals 1,965 meals.

ICA equations:

- 1.2 pounds of food = 1 meal
- Cost per meal = \$0.88

Minnetonka Farmers Market vendor donations:

- 2,014 pounds = 1,678.33
- \$256 = 286.72
- Grand total: 1,965 Meals!

"I will add too that your donations of fresh produce are so amazing—we have shelf stable food (canned veg, soup, beans, etc.) that comes in from food drives throughout the year. But when garden season hits, the fresh produce donations really make our clients' days—they love them so, so much. So thank you for donation great, beautiful, healthy, fresh food!"

–ICA Food Shelf Staff



2019 Farmers Market Operations Report

Communication & Outreach

This year, we moved from a weekly email/text newsletter to a social media format. A post and photo was put up on the city's Twitter and Facebook accounts each week. This post contained the weekly "code word", as well as featuring a vendor, product or activity at the market that week. The code word could be shared at the Info Booth each week for a free market tote bag.

Weather

There were a high number of weather event days during the market this year, compared to other years. This had an effect on attendance on those days.

Strong Weather Days: 9 out of 16
(Rain Days: 5, High Winds: 4, Tornado Watch: 1)

No Strong Weather: 7 out of 16 (Sun or Clouds)



Attendance

Year	Attendance*	Weekly Average	Best Day	Total # of Vendors	Total # of Community Groups
2019	7,728	483/market (16 markets)	705 attended 7/30/2019	53	15
2018	7215	481/market (15 markets)	724 attended 7/17/2018	52	12
2017	6,890	510/market (13.5 markets)	631 attended 8/15/2017	40	10
2016	4,225	338/market (12.5 markets)		35	10

*Total customers were counted every half hour from opening to closing, giving the approximate total attendance for the day.



2019 Farmers Market Operations Report

Customer Feedback

Feedback is tracked throughout the year and through a post-season survey.

Throughout the year feedback:

Frequent positive comments on:

- Tote bags: new design, free
- Weekly recipes to take home, featuring seasonal produce found at the market
- Healthy Savings coupons:
 “The Healthy Savings coupon makes me want to come back every week.”
- Loyalty punch cards
- New logo, updated equipment

Some constructive criticism:

- Lack of produce early in the season
 - Produce farmers were delayed in planting because of the weather, we were able to explain to customers.
 - “The load’s a little light today girls, but I came away with cake, so all’s well!”
- Some customers missed the weekly emails/texts, and expressed that they do not use social media, so that was not a good option for them.
 - We worked with some of those customers to help them find the right page on their smart phones, and explained that an account isn’t required to view the page.
 - “The texts were easier for me.”

General praise:

- “We’re from Wayzata, and this market is better because it has more and better produce.”
- “I like to come here – I eat a lot more vegetables when I come here!” – Senior
- “How do I get you guys a raise for putting on such a great event? I’m not from Minnetonka, but have been coming on and off for the last 5-6 years. Seriously great stuff.”
- A couple from Plymouth attends, that used to live in Minnetonka and one of them worked for Minnetonka for many years. They prefer to come back to the Minnetonka FM even though their local market is 1.5 blocks from their house. They like the familiar vendors.
- “I come every week and love this market.”



2019 Farmers Market Operations Report

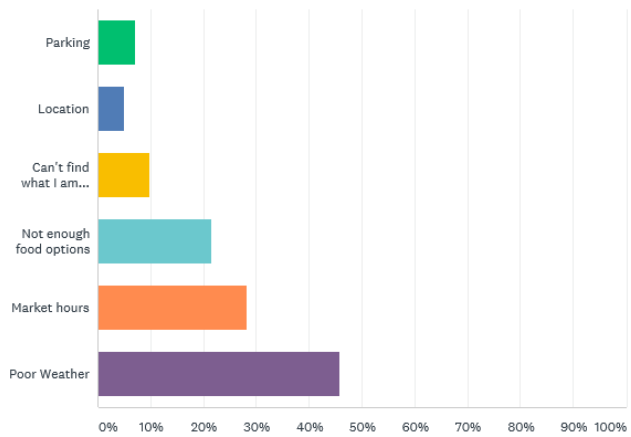
Post-season survey results

Takeaways:

- Respondents said their #1 reason for missing the market in 2019 was poor weather, followed by market hours.
- Most respondents attend the market 2-4 times per month, 1/4 of respondents once per month.
- Respondents would like to see an even wider variety of vendors, products, & food trucks.

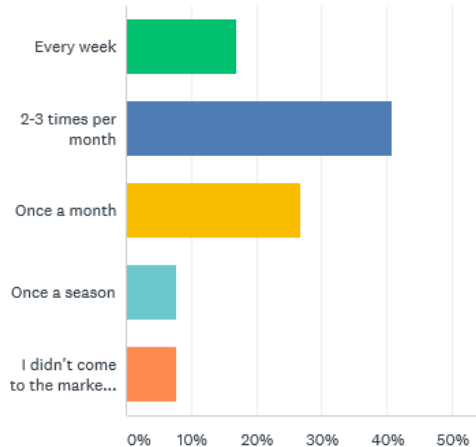
What kept you from coming to the market this season? (Choose all that apply.)

Answered: 223 Skipped: 13



How often do you come to the market?

Answered: 235 Skipped: 1



Last Day of the Market Poll:

“What is your favorite thing about the Minnetonka Farmers Market?”





2019 Farmers Market Operations Report


Customers Would Like to See:

<p>More:</p> <p><u>Food Options:</u></p> <ul style="list-style-type: none"> • Food Trucks • Single serving ice cream • Food options, generally • Organic, Veggies w/ out insecticide, Organic and farm to table veggies & fruits. • “In-demand produce” • Baked goods • Ready to eat vegetarian options • Canned goods • Herbivorous butcher • Fruit • Cheese, dairy, goat cheese • Variety of produce • Gluten Free & Lactose free options • More variety of meats, grass fed, Organic • Strawberries • Beer & wine available at music in the park 	<p>More:</p> <p><u>Logistics:</u></p> <ul style="list-style-type: none"> • Nearby parking • Space to hang out at the market “café” • Market days (longer season, into Oct.), longer hours (earlier and later in the day). <p><u>Diversity:</u></p> <ul style="list-style-type: none"> • Culturally diverse food and music <p><u>Additional Booths:</u></p> <ul style="list-style-type: none"> • Vendors (in general) • Artists & art • Crafts • Flowers • Artisans • Garden plants, Native plants • Library booth • Council members & mayor open hours at the market
<p>Less:</p> <ul style="list-style-type: none"> • arts and crafts • “trinket vendors” • Bad weather • Pets at market 	<p>Other Comments:</p> <ul style="list-style-type: none"> • food trucks too expensive, not enough kid-friendly options • Day/Hours inconvenient, weekend market preferred • Atmosphere is lacking • Make the market bigger • Swipe card for cash instead of tokens • Change location, hill is challenging, parking is challenging, visibility. • Overlap time with music in the park • Make a “pick up” area for heavy bags.



2019 Farmers Market Operations Report

Additional Customer Comments

<p>Positive comments:</p> <p>“I started the season going to support the vendors. I didn't think there would be anything I wanted until veggies came in, but the first day of the market I had a great time talking to every vendor there. I kept coming back every week after that since I had such a great time taking to all the vendors. Of course I ended up buying a lot more stuff than I otherwise would have as a result.”</p> <p>“LOVE, LOVE, LOVE the Power of Produce (PoP) program the market offers. I have noticed that it has:</p> <ol style="list-style-type: none"> 1. Made my children want to attend the Farmers Market. They actually remind me that we need to go on Tuesdays! 2. Children have been more willing to try new veggies, and have taken a more active role in helping prepare meals in the kitchen. Seem more willing to actually eat veggies that they purchased themselves. 3. Kids feel a lot of pride and empowerment that they are contributing to the meal. 4. Fun to listen to my girls plan to either save their vouchers until they can accumulate more, or agree to pool their vouchers together, to make a purchase. I love seeing this opportunity for them to learn to "budget" 5. Instills the behavior in them to support local farmers, and eat healthier foods.” 	<p>Growth areas:</p> <p>“I live close to this market, but I don't go to it anymore. It just seems to be missing something. The atmosphere just doesn't seem right. The prices seem higher, the quality seems poorer, the selection seems smaller.”</p> <p>“Different booths & pop ups etc, having a variety of vendors is key. Changing it from week to week is a thought. Mtka is my least favorite farmers market due to the same vendors. I like how you rotate the food trucks. A Kids activity to draw people in would be fun, like kite exhibit or to have some of the toys stores represent . I'm sure Potterybarn kids would be up for this. Reach out to the locals!”</p> <p>“Prices are higher than I hope to pay. I fully realize these wonderful vendors are making a living as well; I just wish prices were lower. Not everyone in Mtka lives in \$1 mill homes on the lake; it is more likely the majority of us are regular Middle American middle-class residents.”</p>
<p>Key words: great vendors, Power of Produce Club</p>	<p>Key words: atmosphere, high prices, selection, variety</p>



2019 Farmers Market Operations Report

Winter Farmers Market

Winter Season 2018-2019 Recap:

2 Winter Farmers Markets were held last winter at the Minnetonka Community Center on Dec 15th & Feb 9th. Attendance grew over the first winter season in 2017-2018.



Dates:

- Sat, Dec 14, 2018. 9am-1pm
- Sat, Feb 9, 2019. 9am-1pm

Vendors:

- 37 Vendors sold on 12-14-18
- 27 Vendors sold on 2-9-19
- Mix of foods and crafts

Community Booths:

- Senior Info
- Minnetonka Police
- Popcorn booth, run by senior volunteers

Activities:

- Variety of live music both days
- Hennepin County Library Booth – very popular
- Santa (December market only)

Attendance *Total customers were counted every half hour from opening to closing, giving the approximate total attendance for the day.

- December: 748
- February: 412



2019 Farmers Market Operations Report

Winter Farmers Market Dates, 2019-2020 season:

- Sat, 11/9/2019, 9am-1pm
 - Attendance: 468 *Total customers were counted every half hour from opening to closing, giving the approximate total attendance for the day.
 - Vendors: 25 present, 29 scheduled.
 - Community Booths: ICA food shelf, Minnetonka Police, Popcorn booth & Senior Programs Info.
 - Kid's Programming: free face painting, craft table, scavenger hunt with prize.
 - Live Music



Upcoming Winter Market Dates:

- Sat, 12/14/2019, 9am-1pm
 - Vendors Scheduled: 38 + waitlist.
- Sat, 1/11/2020, 9am-1pm
- Sat, 2/8/2020, 9am-1pm



2019 Farmers Market Operations Report

Staff Recommendations for 2020

- Continue to expand variety of vendors through active vendor recruitment.
 - Recruit more organic farmers or farmers with organic practices.
 - Invite more local, independent stores to set up a booth at the farmers market.

- Library
 - Invite Hennepin County Library to come back to the market for 1-2 special event day(s)
 - Build and launch a Minnetonka Farmers Market – Little Free Library.

- Work with city staff to cross-promote Farmers Market and Music in the Park with its new 6:30pm start time.
- Schedule 2 food trucks per market for greater variety, appealing to both Farmers Market and Music in the Park goers.
- Newsletter: create a monthly print newsletter, featuring upcoming activities & entertainment at the farmers market. Distribute at the farmers market information booth.

**Minnetonka Park Board Item 8
Meeting of December 4, 2019**

Subject:	Information Items
Park Board related goal:	N/A
Park Board related objective:	N/A
Brief Description:	The following are informational items and developments that have occurred since the last park board meeting.

Mountain Biking

Project process includes:

- Submission of the Hennepin County Youth Sports Grant application. Grants to be awarded sometime in December.
- Preliminary field siting of the trail by city staff started and final field siting will take place in the spring.
- Selection of a trail design/build firm will take place in January.

Winter-Spring Brochure

The winter-spring brochure is now posted online at minnetonkamn.gov/recreationbrochure. Registration began on Tuesday, December 3 at 8 a.m. for the general public. Priority registration was given to current tennis and aquatics participants one week prior to the general public. Staff will give an update regarding registration numbers.

Outdoor Rinks Update

Recreation Services annually manages 13 warming houses (7 in Minnetonka, 6 in Hopkins) with outdoor ice rinks. Weather permitting, staff plans to open the rinks on December 14. Below is a list of the Minnetonka parks and hours of operation:

Rink Locations	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Boulder Creek	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm
Covington	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm
Glen Lake	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm
Gro Tonka	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm
McKenzie	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm
Meadow	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm
Spring Hill	Noon-7pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9pm	4:30-9:45pm	Noon-9:45 pm

* Rinks will open at noon over winter break, December 21 – January 5.

**Minnetonka Park Board Item 9
Meeting of December 4, 2019**

Upcoming 6-Month Meeting Schedule				
Day	Date	Meeting Type	Agenda Business Items	Special Notes
Wed	1/1/20		<ul style="list-style-type: none"> No meeting 	Holiday
Wed	2/5/20	Regular	<ul style="list-style-type: none"> Consideration of 2020 Park Board Strategic Plan 	
Wed	3/4/20	Regular	<ul style="list-style-type: none"> Review of 2021-2025 Capital Improvement Plan 	
Wed	4/8/20	Regular	<ul style="list-style-type: none"> Natural Resources Education and Outreach Plan 	Date change
Wed	5/13/20	Regular	<ul style="list-style-type: none"> Tour of Parks and Facilities 	
Wed	6/3/20	Regular	<ul style="list-style-type: none"> 	

Other meetings and activities to note:

Day	Date	Description	Special Notes
Sat	12/7/19	Breakfast with Santa	Community Center
Tues	12/10/19	Robinwood Neighborhood Meeting	

Items to be scheduled: