

1 MINUTES OF THE CITY OF LAKE MARY PARKS & RECREATION ADVISORY BOARD held
2 September 14th, 2009, 6:00 P.M., Lake Mary City Commission Chambers, 100 North Country
3 Club Road.

4
5 I. Call to Order

6
7 Danny Williamson called the meeting to order at 6:00 p.m.

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9 II. Roll Call/Determination of a Quorum (not less than 4)

10
11 Members Present

12 Richard Schulz, Chairman - absent

13 Francie Wynalda, Vice Chairman - absent

14 James Buck

15 Darrell Jarvis

16 Danny Williamson

17 Robert Sebald

18 Lynette Swinski - absent

19
20 Also in attendance were Bill Carrico, Director of Parks and Recreation; Kathy Gehr, Assistant
21 Director of Parks & Recreation; Melissa Flippin, Senior Programs/Special Events Coordinator;
22 and Amber Lyons, Staff Assistant.

23
24 III. Approval of Minutes – June 1st, 2009

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26 **Motion was made by Darrell Jarvis and seconded by Robert Sebald to approve the**
27 **minutes of June 1st, 2009, as written. Motion carried unanimously.**

28
29 IV. Citizen Participation

30
31 Bill Carrico stated that some citizens in the audience may want to speak about other areas
32 other than recreation issues, but the only thing the parks department will be discussing tonight
33 is the Farmer's Market. Bill Carrico recommended that the citizen's participation follow the
34 Director update. Danny Williamson asked if we would like to bypass the citizen participation
35 and go right to the market concerns. Mr. Carrico said that was the only topic we have and
36 went into the director's update.

37
38 V. Chairman's Report

39
40 No report was given.

41
42 VI. Director's Update

43
44 Bill Carrico stated that we have several issues regarding the Farmer's Market tonight and he
45 would like to go thru them in this order.

- 46 • Present market condition.
- 47 • Codes under which the market operates.
- 48 • Request from others that are involved.
- 49 • Request regarding competition factor.

50 PARKS & RECREATION ADVISORY BOARD

51 September 14-09-01

1 Present market condition

2
3 Mr. Carrico went on to explain where the market was originally intended to be. One of the
4 conditions he and Melissa Flippin feel is that we need more variety and more vendors at the
5 Farmer's Market. More vendors are coming back as the season goes on. Many of them did
6 leave and only 14 of the 41 vendors had left the market by mid summer. The department
7 wants to take a look at bringing art in and also mixing in crafts. The Park and Recreation
8 Department would also like to get a recommendation on lowering the market fees. Lake Mary
9 Farmer's Market is competing heavily with other vendors. There was talk about needing
10 variety which would also include entertainment. What we want to do is put about 4 or 5 spots
11 along the paved parking spots & move some of the spots up by Delano's. The idea is to keep
12 the area concentrated. Before that is done the department would come back to the board for
13 suggestions. Bill Carrico stated that some of those conditions may solve some of those
14 problems.

15
16 Danny Williamson asked if the market has full use of the park. Mr. Carrico commented that the
17 market uses only the tree area and not the full grass area of the park.

18
19 Darrell Jarvis asked if the parking spots on the north side of the paved area are new or are
20 they being shifted from other areas? Mr. Carrico responded that those are existing vendors
21 that have been shifted.

22
23 Code of Ordinances

24
25 The current fees as of August 2008 are higher than all other markets out. November will be
26 Lake Mary's two years of being open. We are looking at these prices again and we are not as
27 competitive as we need to be with vendor spots. Currently, the only market that is a little bit
28 higher than we are is Winter Parks Farmer's Market. The majority of markets are \$15 per
29 vendor on a Saturday for a space. So what we are looking to do is to drop the Lake Mary full
30 time vendor space to \$15.00 instead of \$20.00. Gazebo space would drop and then part time
31 space rental will drop as well. These are some of the numbers we would like to discuss. This
32 would encourage more vendors to come out and to stay competitive with other markets. The
33 Lake Mary Farmer's Market turn over rate is very high. This change is not to bring back old
34 vendors but to encourage new growth.

35
36 Robert Sebald asked if we are looking for approval of these things. Bill Carrico stated that we
37 would like approval and reiterated that changes would be as follows:

- 38
39
- 40 • Full time vendors \$15.00.
 - 41 • Gazebo rental be \$25.00 including electricity.
 - 42 • Outside space with electricity for full time vendors would be \$20.00.
 - 43 • Part time vendor rental be \$25.00.
 - 44 • Gazebo space would be \$35.00 including electricity.
 - 45 • Outside space including electricity for part time vendors would be \$30.00.

46 **Motion was made by Darrell Jarvis to approve the change in vendor fees as proposed**
47 **by Parks and Recreation Department. Robert Sebald seconded the motion.**

1 Danny Williams stated that they were not up for a motion yet. They can't go to the motion to
2 without discussion among the board members. Darrell stated that they could go to discussion
3 afterwards.

4
5 Robert Sebald stated that he would like to hear from the citizens to see if they have any
6 additional comments. Bill Carrico stated he wanted to finish this topic up on the Code of
7 Ordinances.

8
9 Mr. Carrico also mentioned that we are trying to do upward tree lighting and we have a
10 proposal for it. The City is also trying to get a sign on Lake Mary Boulevard and 4th Street.

11
12 A member of the board asked Kathy Gehr if we were going to have Christmas lights again this
13 year. Mrs. Gehr replied that she has gotten no direction yet and it is to be determined soon,
14 hopefully.

15
16 Bill Carrico reviewed the codes that govern the operation of the Farmer's Market. These would
17 be the areas that we have somewhat of problem in:

- 18
- 19 • No one vendor may reserve more than 10% of the market space.
- 20 • Vendor categories percentages are as follows:
- 21 Produce vendors equal 25% of the market.
- 22 Large and small plant vendors equal 25% of present market vendors.
- 23 Bakery equal 10% of the market.
- 24 Other vendors equal 40% of the present market vendors.
- 25

26 Competition in the market place is important and critical. Bill Carrico recommended that we
27 now allow citizen participation. Mr. Carrico was at the market last weekend and was
28 concerned when there was a lot of available space and not the variety we should have.

29 30 VII. Citizen Participation

31
32 Delores Lash from Lake Mary stated that she was one of the original members who helped
33 start the Farmer's Market in Lake Mary. Delores stated that she received a faxed letter to her
34 and her husbands business. Her husband read it and she didn't like it. The fax letter was from
35 a blog in the Orlando Sentinel. Mrs. Lash gave members a few minutes to review the letter
36 and reiterated what the blog had stated. It complained that the Farmers Market quality in Lake
37 Mary had gone down and that it is a disgrace compared to any other Farmer's Market. They
38 are comparing us to Winter Park, Longwood, Sanford and Maitland's Farmer's Market. There
39 is more than one person involved in this. Also, Lake Mary's Farmer's Market keeps changing
40 their times. Mrs. Lash suggested having the opening date one week after the Heathrow
41 Festival of Arts so she could announce it. Mrs. Lash was also at the Farmer's Market the past
42 weekend and stated that as far as the entertainment she would not come back to see or hear it
43 again. She stated that you don't have to pay for entertainment. Mrs. Lash said that she gets
44 quality music and what she does is tell them that they can bring tapes and set up a table and
45 sell them, it's a place to be seen. It could be on the Government station. Mrs. Lash knows
46 the chairman of the school board, who has student and art teachers that want to be involved.
47 Mrs. Lash even
48 had a call from Lake Mary Preparatory a week ago and they stated that they want to be at the
49

1 Farmer's Market. She explained that people are looking for exposure. Our Farmer's Market
2 would be more competitive if we would get crafts out there to attract attention. Mrs. Lash
3 stated that we need the schools, not the vegetables, to bring the families out. She suggested
4 that the board give it some thought on having crafts and please consider some other things for
5 our market.
6

7 Next, Ryan Shaw of 376 Pine Tree Road, Lake Mary, FL 32746 spoke. Ryan thanked Delores
8 for everything that was said; she believed she was correct in her statements. Ms. Shaw
9 commented that she has been out there every Saturday since the beginning. Ms. Shaw also
10 commented that there has been no plan from the very beginning. Ms. Shaw went on to say
11 she knows there has been a lot of controversy since they brought in Morrison Market. She
12 said it needs to be addressed. Ms. Shaw commented that Jonathan does a variety of markets,
13 he knows all the local farmers and he is an amazing farmer. Jonathan came to the Shaw's to
14 talk about what great place this would be for him to open. Ms. Shaw's point is that the
15 downtown area is Farmer's Market every day of the week so on the weekends they need to
16 have a festival like atmosphere. She stated that they need music, art and we need more. Ms.
17 Shaw stated that Jonathan is the only "big" farmer who is at all the Farmer's Markets around.
18 A big complaint was having dogs, not having dogs and that is why we should have booths
19 along the sidewalk and that is why we need to have a festival atmosphere. Ms. Shaw stated
20 that she would like to have Jonathan's Market included in the Farmer's Market and these are
21 some reasons why. Jonathan is going to be your Farmer's Market every day of the week. He
22 has bathrooms and the city will not have to open there bathrooms so they save that money.
23 The city has to bring out hand sanitizers and a sink. So we are alleviating a lot of problems by
24 opening this up as part of the market. Ms. Shaw wants to include the entire downtown
25 businesses in the Farmer's Market.
26

27 Bill Carrico asked the question, "Do we want a Farmer's Market or something else?" Because
28 what he heard described is not a Farmer's Market. He has no problem pulling the community
29 together and having a place for them to come. Orlando gave up their Farmer's Market and
30 contracted it out and now it is a full festival. We are prepared to go to the school and bring
31 kids over. Mr. Carrico asked do we allow or not allow complementation on produce.
32 Ordinances can be changed.
33

34 Dan Backhaus of 739 South Edgewood Ave. Winter Springs, FL came forward. He stated is a
35 vendor and his wife's company is Barnwood Brands. Mr. Backhaus commented that he was at
36 the market 90% of the time unless they have another and that the biggest issues that we have
37 is that so many people don't know about the Market. Lake Mary Farmer's Market needs to
38 advertise some way to let people know they are there. Mr. Backhaus suggests having flag
39 poles or doing some other type of advertising. People in the area never knew that the
40 Farmer's Market was here. Mr. Backhaus would rather take \$5.00 from every vendor and use
41 it toward some kind of marketing to let people know we are here. Lake Mary's Farmer's
42 Market is unlike any other market. He commented that dogs have been an issue. Every
43 market other than Lake Mary is allowed to have dogs. Lake Mary has such great people in the
44 community. If the Lake Mary Farmer's Market has bigger crowds they will keep vendors.
45

46 Ryan Shaw commented again regarding the Farmer's Market competition. Ms. Shaw stated
47 that this it is wrong to bring in an outside wholesale vendor that does not have a business in
48

1 your city. She said it is just wrong. Ryan Shaw said that Jonathan's prices are the same at all
2 the other markets. Jonathan has to compete against Publix and Wal-Mart. People that shop
3 him are getting farm fresh. Ms. Shaw knows that he is cheaper 90% of the time. Ryan also
4 agrees with having the signage.

5
6 Mr. Jarvis that Winter Park has about 4 produce vendors that seem to do really well at that
7 market. It seems that by having more of these produce vendors it would draw more people to
8 market. Mr. Jarvis also commented that Jonathan should welcome having competition.

9
10 Ryan Shaw commented that we should address that issue when the market starts drawing
11 more people. Ms. Shaw thinks we should model downtown Orlando who has the festival type
12 atmosphere.

13
14 Mr. Carrico approached the stand and stated that we should reestablish a committee. Mr.
15 Carrico stated we are going away from a traditional market. As far as advertising goes, maybe
16 we could talk about putting the extra \$5.00 towards it. Right now the City won't put a lot of
17 money toward advertising the Farmer's Market when we are short on money. There is a lot to
18 work out, we have a great location and we need to come back to the Parks and Recreation
19 Advisory Board after figuring some things out. This will be a committee formed by the city.

20
21 Delores Lash approached the stand again and stated that nobody looks at the calendar in the
22 water bill. There needs to be a flyer all by itself in a mailer or water bill. We should e-mail
23 corporations and notify schools. That would be a cheap way to go. Mr. Carrico asked if she
24 would be willing to be on a committee. She said that she is willing to. There was also some
25 discussion about dogs being allowed at the Farmer's Market.

26
27 Danny Williamson asked Mr. Carrico if it would be out of line to file a motion to put this agenda
28 on the table for further review so we can look at the whole thing to make it better and more
29 accessible to the people of Lake Mary and even Heathrow and surrounding communities to
30 access the Farmer's Market.

31
32 Delores Lash asked the board members how soon this action could be taken. Robert Sebald
33 replied that we make a recommendation tonight that Mr. Carrico get a committee together and
34 bring it back to the board.

35
36 Danny Williamson recommended approval to form a committee reevaluating the existence or
37 expansion of the Farmer's Market.

38
39 Mr. Jarvis called a question to the first motion that was on the floor. We still have a motion on
40 the floor before we make another motion. Mr. Jarvis suggested removing the motion to
41 approve the fees but he would prefer to go forward with that motion. There was still discussion
42 on using the \$5.00 for advertising. Right now we are looking for trying to produce and get
43 more vendors. It's been Park and Recreations recommendation that we lower those fees. We
44 have made a motion and seconded it. Mr. Jarvis asked if we want to go forward with it.

45
46 There was some discussion on what to do with the motion that was still on the floor.

47
48 **Motion was made by Darrell Jarvis to remove the motion.**

1 Mr. Jarvis stated that by removing this motion we will have a chance for the committee to meet
2 and discuss fees to see if it is a possibility of using part of those fees for advertising.

3
4 **Motion was made by Darrell Jarvis to reduce the fees according to the schedule**
5 **presented by the Park and Recreation Department. Motion seconded by Robert Sebald.**
6 **Motion was carried unanimously.**

7
8 Delores Lash suggested taking that money and using it to build a community board. Mr. Jarvis
9 stated that he was in favor of lowering the fees to try to get the vendors. He suggested the
10 future committee could do this. The committee may be able to approach the vendors to
11 contribute to something like that or having a volunteer fund raising basis. Mrs. Lash asked if
12 Mr. Jarvis would like to be on the committee and he replied that he was already on a few
13 committees and it could possibly be a conflict of interest.

14
15 Mr. Jarvis commented that we have the direction to form the committee and we are all set
16 there.

17
18 Mr. Carrico went on to address the next issue on the agenda which was the 4th Street sign.
19 John Omana from Community Development addressed the issue of exposure for the
20 downtown area. They are exploring and conceptually designing layout that would incorporate
21 an LED type sign. The idea would be to provide a pedestal base and on top of that would
22 have a cabinet with event information. They are working closely with staff and Mr. Litton and
23 attempting to get back to City Commission with a conceptual design so they can get the green
24 light and go build this. Mr. Omana will keep us posted.

25
26 VII. Old Business

27
28 There was no old business at this time.

29
30 VIII. New Business

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32 New business has already been covered.

33
34 IX. Member Reports and Announcements

35
36 Darrell Jarvis announced that the Trailblazers are working on project at the Lake Mary
37 Cemetery. They are working with Park and Recreation Department develop a plan to
38 renovate, improve, and expand the current Lake Mary Cemetery which is on Crystal Lake
39 Road at Old Lake Mary and Palmetto.

40
41 X. Adjournment

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43 **Motion to adjourn was made by Danny Williamson. Motion was carried unanimously.**

44
45 There being no further business, Danny Williamson adjourned the meeting at 7:00 p.m.

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47
48 _____
49 Richard Schulz, Chairman

Amber Lyons, Staff Assistant