

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES



Planning Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, FAICP, Director

DATE: November 3, 2011

SUBJECT: Urbana's Market at the Square Strategic Plan

At the October 24, 2011 Committee of the Whole meeting, the Council requested certain changes to the draft Market at the Square strategic plan. The attached revised draft plan is intended to reflect the discussion at that meeting. Proposed new wording is shown underlined, and proposed deleted wording is shown as ~~strike out~~. Only pages with proposed changes are included with this memorandum. For a copy of the entire plan with the revisions included, please contact Rebecca Bird at 217-384-2440 or rlbird@urbanaininois.us.

Prepared by:

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Planner II

Attachments: Pages 23 and 29 of Market at the Square Strategic Plan

cc: Market Steering Committee (email); Lisa Bralts (print); Tom Carrino (print)

Advisory Board

The implementation strategy for the fourth Goal of the Market Strategic Plan is to create an Advisory Board that includes vendors, patrons, and Urbana business representatives to assist staff and advise the Mayor and City Council regarding policy decisions and issues that may affect the Market. Since this is the most important recommendation of the steering committee, the strategic plan includes a recommended provisional structure for the Board.

Powers and Responsibilities

The purpose of the Board is to advise the Mayor and City Council on significant issues regarding the Market, such as rule changes and budget reviews. Smaller policy issues, however, could be handled by the Market Director and the Board directly. These might include vendor selection guidelines and hearing of vendor grievances. Day-to-day operations would continue to be handled by the Market Director and staff.

Members

The participants at the Market vary widely, from vegetable growers to craftspeople to community groups. Because of the emphasis of the Market's mission, food related vendors should have a more prominent presence on the Advisory Board. The steering committee recommends a nine-member board comprised of:

- Four vendors of any of the following: fruit and vegetable growers, meat, dairy, flowers, and baked goods and other prepared foods;
- One artisan;
- One community group representative; Two representatives of any of the following: craftspeople, artisans, community groups, and performers;
- One downtown business representative;
- One Market patron; and
- One City Councilmember.

In addition, a number of At-Large positions may be created to increase the board's flexibility, especially during the busy peak market season.

To ensure diversity among the board members, criteria for eligibility can be established. For example, three of the vendors should be full season Market participants of at least four years and the other should have fewer than four years as a vendor at the Market.

Potential board members would be able to nominate themselves or be nominated by another market participant or group of participants, but ultimate appointment to the Advisory Board would be done by the Mayor and City Council.

Implementation Program Matrix

Implementation Strategy	Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities	
Goal 8. Ensure that the Market continues to have a stable funding source to ensure its long-term continuity and fiscal health.						
Obj. 8.1	<u>Identify alternative funding sources to support Market staffing to prepare for the future expiration of redevelopment funds.</u>	Action		<u>Medium Term</u>	<u>Mayor and City Council</u>	
Obj. 8.2	Establish a “Friends of the Market” not-for-profit organization to support the Market through volunteerism and fundraising efforts.	Action		Short Term	Community Development Services, <i>Market Advisory Board</i>	
Obj. 8.3	Seek out and apply for grants to support the Market’s marketing campaign and/or to fund new or existing programming at the Market.	Action		Ongoing	Market Director	
8.3.1	Seek out in-kind donations for marketing program.	Action		Ongoing	Market Director	Others as appropriate
Obj. 8.4	Conduct a cost-benefit analysis for the Market to ascertain:	Special Study Action		Long Term	Public Works, Finance, Community Development Services, <i>Market Advisory Board</i>	Others as appropriate
8.4.1	Whether the Market fees are appropriate and revisit fee structure if appropriate.	Special Study Action		Long Term	Public Works, Finance, Community Development Services	Others as appropriate
8.4.2	The economic impact of the Market on the City.	Special Study Action		Long Term	Public Works, Finance, Community Development Services	Others as appropriate
Goal 9. Strengthen the Market’s role in the City’s economic development efforts in the downtown and elsewhere.						
Obj. 9.1	Promote collaboration with downtown businesses.	Action		Short Term Ongoing	Economic Development Division	Urbana Business Association
9.1.1	Develop a program with the Urbana Business Association to feature downtown businesses at the Market.	Action		Short Term Ongoing	Economic Development Division	Urbana Business Association
9.1.2	Enhance the Market’s role as a link between Market patrons and downtown businesses.	Action		Short Term Ongoing	Economic Development Division	Urbana Business Association