

TO: MAYOR AND CITY COUNCIL

FROM: DAVE MARONEY, DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

SUBJECT: HEALTHY COMMUNITY GRANT OPPORTUNITY SPONSORED BY STATEWIDE HEALTH IMPROVEMENT PROGRAM FOR FURTHER DEVELOPMENT OF A FARMERS MARKET AND FOOD HUB IN CANNON FALLS

DATE: NOVEMBER 5, 2015

BACKGROUND

On Wednesday, October 21, 2015, Lanell, Dianne and myself attended an informational seminar given by David Anderson, Coordinator, Live Well Goodhue County. Statewide Health Improvement Program (SHIP) will be awarding grants to cities in Goodhue County for Healthy Community Improvements. The total grant amount that will be disbursed to various cities in the County is \$40,000 with the final amounts to be determined after the grant applications are received. We have assembled the required Live Well Committee with representations from the community, school, businesses, and health care to prepare and implement a business plan for the Farmers Market/Food Hub. The deadline for this grant application is November 15th. Supporting documentation is attached.

STAFF RECOMMENDATION/ REQUESTED COUNCIL ACTION

I respectfully request a motion authorizing staff to apply for the SHIP grant as described.



Goodhue County Health & Human Services
Statewide Health Improvement Program
HEALTHY COMMUNITY GRANT APPLICATION

Completed applications must be submitted to:

David Anderson, Coordinator, Live Well Goodhue County
Goodhue County Health & Human Services, 509 West Fifth Street, Suite 306, Red Wing, MN 55066
Email: David.Anderson@co.goodhue.mn.us | Phone: 651-385-6148

Today's Date _____ / _____ / _____

Community _____

Co-Coach _____

Phone _____ Email _____

Co-Coach _____

Phone _____ Email _____

Requirements for Live Well Goodhue County Healthy Community Grant

- Live Well Goodhue County is the local initiative of the Statewide Health Improvement Program (SHIP). SHIP works to help Minnesotans live longer, healthier lives by decreasing obesity and tobacco use and exposure, the leading causes of chronic disease, disability and death. SHIP supports the use of proven, research-based strategies and focuses on sustainability. **SHIP strategies include changing established systems to make it easier to make healthy choices, incorporating health into organizational policies and changing the environments in which we live, work, learn, and play to allow easier access to healthy food, physical activity and clean air.** We aim to use SHIP funding to make lasting change in our community that will affect large segments of the population, with a priority for those with greater need: diverse populations, low income groups and persons over 60. Please ensure that your application considers these priorities.
- Healthy Communities Grant is available to any community to implement projects that align with the SHIP goals. Expenditures/projects ultimately require approval from the Minnesota Department of Health which oversees the Statewide Health Improvement Program.
- **Examples of allowable expenditures** for the Healthy Community Grant include: supplies and equipment such as to start a school garden, promotional materials announcing new policies such as healthy concessions or healthy snack choices, bike racks, paint for pedestrian crossing or bike lanes, evidence based curricula, staff training related to the related policy change.
- **Examples of unallowable expenditures** include one-time events, large playground equipment, liability insurance, permanent structures such as large sheds, fit bits or pedometers, and underground watering systems. Please check with Live Well Goodhue County Coordinator if you have any questions about whether an item is allowable.

We, _____ submit this grant application to partner with Live Well Goodhue County on behalf of the community listed above. As co-coaches, we agree to fully participate in the assessment and evaluation process, including but not limited to submitting requested information/data on time, and providing organizational resources/staff to assist in the evaluation process when necessary. Additionally, we will follow all guidelines for allowable uses of SHIP awarded dollars, and will do so by seeking prior approval before accruing expenses.

Signature: _____

Grant Period: December 1, 2015 – October 31, 2016
 Deadline to apply: November 15, 2015

Live Well Team

Please list community members willing to be on your team. Aim for 1-2 individuals from each setting (Community, School, Workplace Wellness and Health Care and 1-2 individuals representing populations with greater need: racial or ethnic minority populations, low income groups and persons over age 60.

Name	Organization	Signature
Co-Coach		
Co-Coach		

Please list at least one potential site within each row in the left column and check at least one potential activity within each row in the right-hand column. Consider activities that address problems discussed at the Healthy Community Forum in your community. If selected, Live Well Goodhue County community leadership team may suggest adding or dropping activities.

Setting	Behavior	Activities (choose at least one per row)
School <i>School site must commit to do at least one healthy eating and one active living activity.</i> <i>School districts may also be listed as a worksite (optional).</i> Potential site (List at least one site): _____ _____ _____	Healthy Eating	<input type="checkbox"/> Farm to School <input type="checkbox"/> School-based agriculture <input type="checkbox"/> Healthy snacks outside of the school day through vending, concessions, school stores or snack carts <input type="checkbox"/> Healthy snacks during the school day through celebrations, special events or non-food rewards <input type="checkbox"/> Smarter Lunchroom techniques such as behavioral economic activities including, but not limited to, competitive pricing and product enhancements
	Active Living	<input type="checkbox"/> Quality Physical Education (curriculum review, new physical education content, lengthening classes) <input type="checkbox"/> Active recess <input type="checkbox"/> Active classrooms <input type="checkbox"/> Before and/or after school physical activity opportunities (intramurals, physical activity clubs, integration with school child-care, offering open gym opportunities) <input type="checkbox"/> Safe Routes to School (walking school bus, Walk!Bike!Fun! curriculum, travel plans)

Setting	Behavior	Activities (choose at least one per row)
<p>Workplace</p> <p><i>Each worksite must commit to do at least one activity for Healthy Eating, Active Living, Tobacco-Free Living, and Breastfeeding Support by 2020.</i></p> <p>Potential site(s):</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Active Living</p> <p>Healthy Eating</p> <p>Tobacco-Free Living</p> <p>Breastfeeding Support</p>	<p><input type="checkbox"/> Access to opportunities and facilities</p> <p><input type="checkbox"/> Flexible scheduling</p> <p><input type="checkbox"/> Active commuting</p> <p><input type="checkbox"/> Vending or Healthy snack stations</p> <p><input type="checkbox"/> Healthy Cafeteria offerings</p> <p><input type="checkbox"/> Healthy Catering</p> <p><input type="checkbox"/> Tobacco-free environments</p> <p><input type="checkbox"/> Cessation support</p> <p><input type="checkbox"/> Breastfeeding support and facilities</p>
<p>Setting</p> <p>Health Care</p> <p><i>Sites include: Hospital, Primary Care Clinics, Dental, Mental Health, Public Health, Nursing Homes</i></p> <p>Potential site (s):</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Behavior</p> <p>Clinic-Community Linkages</p>	<p>Activities (choose at least one per row)</p> <p><input type="checkbox"/> Clinic-Community Linkages: Screen Counsel Refer Follow-up (SCRF) in clinical setting</p> <p><input type="checkbox"/> Recruit volunteers to become trained leaders for Chronic Disease Self-Management Program</p>
<p>Setting</p> <p>Community</p> <p><i>Sites include: Farmers Markets, Emergency Food Programs, Retailers, Community-based Agriculture, City Governments, and others.</i></p> <p>Potential site(s):</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Behavior</p> <p>Healthy Eating</p>	<p>Activities (must choose at least one for Healthy Eating and one for Active Living, Child Care is optional)</p> <p><input type="checkbox"/> Farmers markets</p> <p><input type="checkbox"/> Community-based agriculture</p> <p><input type="checkbox"/> Emergency Food Systems/Program</p> <p><input type="checkbox"/> Food retail: Grocery and Convenience Stores</p> <p><input type="checkbox"/> Food retail: mobile markets, concessions, vending, catering, restaurants/cafeterias</p> <p><input type="checkbox"/> Increase healthy food infrastructure through support of local or regional food policy councils, which could include access for growers to reach underserved consumer markets and increase overall demand for healthy food</p>
<p>Community</p> <p><i>Sites include: city governments, and others.</i></p>	<p>Behavior</p> <p>Active Living</p>	<p><input type="checkbox"/> Develop Active Living which could include Master and Comprehensive Plans, e.g., Pedestrian and bicycle master plans, Regional trails plan, Safe Routes to School (Requires contract with planning for \$5,000 + or demonstrated</p>

Potential site(s): <hr/> <hr/> <hr/>		appropriate local capacity for planning.) <input type="checkbox"/> Land use and zoning regulations, including streetscape and mixed use, with emphasis on walking (Requires contract with planning for \$5,000+ or demonstrated staff capacity.) <input type="checkbox"/> Increased access to facilities and opportunities for populations with greater need (i.e., health inequities)
Community <i>Child care sites must commit to do at least one healthy eating/breastfeeding activity and one active living activity.</i>	Child Care: Healthy Eating/ Breastfeeding	<input type="checkbox"/> Breastfeeding support at child care site <input type="checkbox"/> Infant feeding practices at child care site(introduction of solid foods) <input type="checkbox"/> Menu changes and improved feeding practices for children older than infants at child care site
Potential site(s): <hr/> <hr/> <hr/>	Child Care: Active Living	<input type="checkbox"/> Increased opportunities for structured and unstructured physical activity, both indoors and outdoors, at child care site <input type="checkbox"/> Improved caregiver and environmental supports for physical activity, both indoors and outdoors, at child care site <input type="checkbox"/> Limiting screen time at child care site

Share the history of what your community has done to improve the health of your residents.

Write a brief description of your project and what you expect to achieve.

Live Well Goodhue County Healthy Community Grant Approval Process

The Live Well Goodhue County Community Leadership Team will review applications and decide which community will be awarded the 2015/16 Healthy Community Grant. Once selected, the Live Well Committee will be required to develop a work plan and budget. Live Well Goodhue County staff will assist with this process.

Goal: Prepare and Implement a Business Plan for the Farmers Market/Food Hub.

Year One – Prepare the Plan and begin First Phase Implementation Tasks.

Year Two – Five – Continue with Implementation Tasks.

Advisory Members:

Wendy Robinson – School District.

Allison Josephson – Mayo.

Melissa Trytten – Twin Rivers.

Laura Qualey and Keith Meyers – Grow Cannon Falls.

Patricia Green – Raw Bistro/Go Fresh.

Roxanne Flaten – EDA.

John Peterson – Ferndale Market and Chamber of Commerce.

Mark Sjoquist – Local Business Representative and Chamber of Commerce.

Dewey Hermanson – Veterans.

Brad Anderson – Goodhue County.

Bruce Hemmah – Planning Commission.

Marci French – Cannon Arts Board.

Merle Johnson – City Council Representative

Shirley Frederickson – Farmer's Market

Coordinators: Dianne and Dave.

Council approval needed for SHIP Healthy Community Grant:

Target: Farmer's Market/Food Hub project

EXAMPLE: Northfield Market:

Geralyn Thelen is one of many local vendors to grace Northfield's annual Riverwalk Market Fair. Founded in 2010 by local artists and entrepreneurs with the support of Southern Minnesota Initiative Foundation, the open-air market offers a variety of live music and special events, artisan foods and local artwork.

Riverwalk runs in Northfield's Bridge Square every Saturday from June 1st until October 26th from 9:00 a.m. – 1:00 p.m.

While Riverwalk's wares are local, its influence extends beyond its city borders. According to a 2012 economic impact survey, 31 percent of the 2012 Riverwalk visitors came from outside of Northfield.

Riverwalk's regional influences have brought increased prosperity to Northfield's economy. Since its 2010 debut, Riverwalk vendors have made over \$422,500 in revenue, and the same economic impact survey determined that 2012 visitors spend \$136,000 at local businesses.

To bolster the fair's ongoing success, the EDA of the City of Northfield recently approved an \$18,000 budget for the staffing and promotion of the 2013 Riverwalk Market Fair.

Vision for Cannon Falls Farmer's Market

In this age of exploding consumer interest in whole/natural/local foods, Farmer's Markets are thriving and becoming a hot commodity in our local towns.

With that, comes a lot of very creative competition to attract customers.

A couple weeks ago, Dave and I met with Sara George, a true trailblazer in Farmer's Market development. She was kind enough to share a lot of her ideas. Her initial advice was that every Farmer's Market, to be truly successful, needs a site manager. This person would organize, advertise, and oversee the Market activities.

Secondly to pull in customers, advertisement and signage is a must. See below for a sample of Red Wing's weekly advertisement:

Red Wing Farmers Market

Our mission is to provide a convenient and socially enriching place where the community can purchase the freshest locally grown produce and farmstead products available directly from farmers and producers who represent traditions and skills that we value as part of our way of life.



Manager Susan Draves
PO Box 372 Red Wing MN 55066 507.421.2221
Email: dravessus@gmail.com

*We're here because of you! Volunteer, donate,
keep the Farmers Market running.*

MARKET LOCATIONS in RED WING

Weekday Market Sunday through Friday
City Hall at 315 W 4th Street

Saturday Market - June through October
The Train Depot at 418 Levee Street
8:00 a.m to 1:00 p.m

Master Gardners on hand to help answer questions and give advice. Starting June 6th, they will be will be at the Market every other Saturday.

July 4th

**The Bald Eagles Dixieland Jazz to greet the passengers of the American Queen in dock
10:00 to noon
See a Real Beehive and Learn
How Bees Make Honey**

**Eske Bennetsen will show a beehive
and tell you about the work of bees**



Interactive activities like the ones used by Red Wing boosts Farmer's Market attendance and encourages people to stay in town longer, thus bringing in more revenue.

Zumbrota, another of our neighbors, has its own uniqueness with wood-fire pizza and artisan bread.

Below you will find an example of a 'must-have' for a successful Farmer's Market, signage:



One of our strengths is that Cannon Falls, as well as the surrounding area, has many local/whole foods suppliers. This is a plus as diversity of product is a must. A Market Manager would help to insure that our market would consistently offer a wide range of product.



To give our Market a "home town feel", here are a couple of fun ideas:



Many markets, including many of our neighboring markets, utilize local talent to give the Farmer's Market a relaxed atmosphere. Along with this, some markets provide a simple children's game to keep kids entertained while mom/dad shop.

Something as simple as providing a pot of hot coffee at the Manager's Table as people enter would be a welcoming touch and make us 'customer friendly'.

Many different products will attract many different customers. 😊





Fruits and vegetables, honeys and jams, pickled products, baked goods, pies, and plants are all sought after items at the Market.



Produce that is in season, homegrown flowers, and homemade products are all very popular items.

Piggy-backing a couple of craft booths is also an additional draw.



The possible addition of some local meat products from Lorentz, for instance, and the availability of fresh eggs would be a couple more considerations to attract regular customers.

And possibly even some healthy pet food from Raw Bistro? 😊



If we give the consumer a fun/relaxed/family-friendly shopping experience, they are sure to come back as well as tell their family and friends about the Cannon Falls Farmer's Market. 😊



Cannon Falls is ready to join the group of already thriving Farmer's Markets in our area—with the future only looking bigger and brighter for local/whole foods.

We have the resources, and we have a start. With a little more organization, restructuring, and planning, we could easily become one of the premier Farmer's Markets in the area. Just think of the positive economic impact it could have on our town if we can develop a consistently successful market that people travel to attend year after year! ☺