

Ord.

**2006-0028**

**INTRODUCED BY: ALBERT D. LAQUE, PARISH PRESIDENT**

**ORDINANCE NO. 06-1-24**

An ordinance to approve and authorize the execution of a Cooperative Endeavor Agreement with the German Coast Farmers' Market to provide certain services to St. Charles Parish.

**WHEREAS,** it is the mission of the German Coast Farmers' Market Board of Directors to manage a St. Charles Parish farmers' market that serves as a community gathering place, tourist destination, and a market for a wide range of fresh vegetables, fruits, flowers and other value-added items; and,

**WHEREAS,** the Grand Opening of the German Coast Farmers' Market was held on June 7, 2003 on the historic grounds of Ormond Plantation; and,

**WHEREAS,** to date, over 30,000 patrons visited the market since its inception; and,

**WHEREAS,** the Board of Directors of the German Coast Farmers' Market is requesting to receive financial support from St. Charles Parish to operate the farmers' market; and,

**WHEREAS,** it is the desire of the Parish Council to approve said funding request to ensure the stability of this successful, economic development effort.

**THE ST. CHARLES PARISH COUNCIL HEREBY ORDAINS:**

**SECTION I.** That the Cooperative Endeavor Agreement between the German Coast Farmers' Market and St. Charles Parish is hereby approved.

**SECTION II.** That the Parish President is hereby authorized to execute said Cooperative Endeavor Agreement on behalf of St. Charles Parish.

The foregoing ordinance having been submitted to a vote, the vote thereon was as follows:

YEAS: MARINO, FAUCHEUX, RAMCHANDRAN, WALLS, BLACK, DUHE,  
MINNICH  
NAYS: HILAIRE  
ABSENT: FABRE

And the ordinance was declared adopted this 23rd day of January, 2006, to become effective five (5) days after publication in the Official Journal.

Acting CHAIRMAN: *April Blod*  
SECRETARY: *April Blod*  
DLVD/PARISH PRESIDENT: January 24, 2006  
APPROVED: *[initials]* DISAPPROVED: \_\_\_\_\_

PARISH PRESIDENT: *Albert D. Laque*  
RETD/SECRETARY: January 25, 2006  
AT: 12:10 pm RECD BY: *[initials]*

COOPERATIVE ENDEAVOR AGREEMENT  
BETWEEN  
GERMAN COAST FARMERS' MARKET  
AND  
ST. CHARLES PARISH

This Cooperative Endeavor Agreement is made and entered into on this 3<sup>rd</sup> day of February 2006 by and between:

The German Coast Farmers' Market, Post Office Box 398, Destrehan, LA 70047 herein represented by Trudy Deshotels, its President

AND

St. Charles Parish, 15045 River Road, Hahnville, LA 70057 herein represented by Albert D. Laque its Parish President, authorized by Ordinance No. 06-1-24 of the St. Charles Parish Council adopted on January 23, 2006.

The German Coast Farmers' Market hereby agrees to implement the projects outlined in "EXHIBIT A" and provide the following reports and supporting documentation to the St. Charles Parish Department of Economic Development & Tourism:

- A weekly report, due by the close of business three (3) days after each market operating day, containing cumulative totals of the preceding market's sales figures, customer attendance, vendor attendance and vendors domiciled in St. Charles Parish.
- Results of an annual, "Peak-Season" survey of market patrons, due no later than September 1, 2006, documenting the customer's place of residence, average expenditure per market visit, total number of market visits per calendar year, method of market awareness and other information requested by the St. Charles Parish Department of Economic Development & Tourism.
- Quarterly progress reports, due on the last typical workday of each quarter, for each of the items listed in "EXHIBIT A."
- 2006 Annual Report containing a cumulative summary of market statistics and activities delivered to the St. Charles Department of Economic Development & Tourism by January 5, 2007.
- Other information, reports and documentation requested by the St. Charles Parish Department of Economic Development & Tourism.

St. Charles Parish, through the Department of Economic Development & Tourism, hereby agrees to provide \$25,000 in funding for the services listed in "EXHIBIT A." Funding for said projects shall be dispersed as follows:

- Fifty percent (50%) or \$12,500 within thirty (30) days of execution of this Agreement
- Twenty-five (25%) or \$6,250 no later than July 30, 2006
- Twenty-five (25%) or \$6,250 no later than October 31, 2006

German Coast Farmers' Market

By: Trudy Deshotels

Trudy Deshotels  
President

St. Charles Parish

By: Albert D. Laque

Albert D. Laque  
Parish President

## EXHIBIT A

The German Coast Farmers' Market (GCFM) agrees to provide the following:

- Seedling Program & Market Promotional Items  
GCFM will continue to promote the Seedling Program and Industry Support Program as well as market promotional items as a revenue source for operating expenses of the market.
- Association of Retarded Citizens (ARC) Greenhouse Program  
GCFM will provide a venue for the sale of vegetables grown hydroponically in the ARC greenhouse during the off-season, January to April when local vegetables are non-existent.
- Louisiana Seniors Farmers Market Nutrition Program  
GCFM will participate in the Program, administered by the Louisiana Department of Agricultural & Forestry (LDAF). GCFM will encourage eligible vendors to become certified. Council on Aging forwards eligible participant listing to LDAF. Eligible participants will receive \$16 in coupons to buy fresh fruits, vegetables and cut herbs from a certified vendor.
- Market Vendors and Parish Retail Groceries & Restaurants  
GCFM will work to establish relationships between market vendors and local groceries and restaurants.
- Business Expansion  
GCFM will work to provide technical assistance through workshops and personal assistance to our vendors to expand their businesses and sell their products in other markets.
- Web Site-Internet Service  
GCFM will facilitate maintenance of a web site to assist market vendors in advertising and promoting their products. GCFM will assist farmers, fishers and others by emailing a newsletter to market patrons.
- New Jobs  
GCFM will work to assist in the establishment of new businesses and new jobs.
- Tourism  
GCFM will assist Ormond Plantation to increase site attendance.
- Market Lagniappe  
GCFM will sponsor market programs, which will educate and entertain patrons. Lagniappe examples: Food, Music, Gardening and Health & Fitness.
- Grants, Donations, In-Kind Services  
GCFM will continue to apply for grants, seek donations and in-kind services to assist with defraying operating expenses.
- Heritage Education  
GCFM will maintain interpretive panels or signboards, which follow the stories of German Settlers. These panels will educate visitors on the history of the immigration and settlement of the Coast.