

*Ad.*

**2012-0078**

**INTRODUCED BY: V.J. ST. PIERRE, JR., PARISH PRESIDENT  
(DEPARTMENT OF ECONOMIC DEVELOPMENT & TOURISM)**

**ORDINANCE NO. 12-2-7**

An ordinance to approve and authorize the execution of a Cooperative Endeavor Agreement for 2012 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 in Destrehan; and,

**WHEREAS,** the Grand Opening of the second location of the German Coast Farmers' Market was held on July 5, 2006 in Luling; and,

**WHEREAS,** over 243,127 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 for 2012 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:** SCHEXNAYDRE, WILSON, TASTET, BENEDETTO, HOGAN, COCHRAN, FLETCHER, NUSS

**NAYS:** NONE

**ABSENT:** FAUCHEUX

And the ordinance was declared adopted this 27th day of February, 2012, to become effective five (5) days after publication in the Official Journal.

CHAIRMAN: 

*acting*  
SECRETARY: Calli Madere

DLVD/PARISH PRESIDENT: 2/28/12

APPROVED: ✓ DISAPPROVED:           

PARISH PRESIDENT: 

RETD/SECRETARY: 2/28/12

AT: 3:20 pm RECD BY: ctm

COOPERATIVE ENDEAVOR AGREEMENT FOR 2012

BETWEEN

GERMAN COAST FARMERS' MARKET

AND

ST. CHARLES PARISH

This Cooperative Endeavor Agreement is made and entered into on this 7<sup>th</sup> day of March 2012 by and between:

The German Coast Farmers' Market, Post Office Box 119, Destrehan, LA 70047 herein represented by Marilyn Richoux, its President

AND

St. Charles Parish, 15045 River Road, Hahnville, LA 70057 herein represented by V.J. St. Pierre, Jr. its Parish President, authorized by Ordinance No. 12-2-7 of the St. Charles Parish Council adopted on February 27, 2012.

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 five (5) days after the Saturday market or the last weekly market operating day, containing cumulative totals of the preceding market's vendor 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, 2012, documenting the customer's place of residence, customer's average expenditure per market visit, the customer's total number of market visits per calendar year, method of customer's market awareness and other information requested by the St. Charles Parish Department of Economic Development & Tourism.
- Quarterly Progress Reports, due thirty-one (31) calendar days after the end of each quarter, for each of the items listed in "EXHIBIT A."
- A Quarterly Accounting Report, due on the same days as the Quarterly Progress Reports, detailing the use of the St. Charles Parish grant proceeds.
- 2012 Annual Report containing a cumulative summary of market statistics, activities, and annual financial statements delivered to the St. Charles Parish Department of Economic Development & Tourism by February 1, 2013.
- 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 \$30,000 in funding for the services listed in "EXHIBIT A." Funding for said projects shall be dispersed as follows:

- Twenty-five percent (25%) or \$7,500 within thirty (30) days of execution of this Agreement
- Twenty-five percent (25%) or \$7,500 no later than April 30, 2012
- Twenty-five percent (25%) or \$7,500 no later than July 31, 2012
- Twenty-five percent (25%) or \$7,500 no later than October 31, 2012

German Coast Farmers' Market

By: Marilyn M. Richoux  
Marilyn M. Richoux  
President

St. Charles Parish

By: V.J. St. Pierre, Jr.  
V.J. St. Pierre, Jr.  
Parish President

## EXHIBIT A

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

- East & West Bank Farmers' Market Venues  
The GCFM will operate and manage an East Bank Farmers' Market and a West Bank Farmers' Market for the purpose of providing local farmers and value added vendors a weekly venue to sell their produce.
- 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 not in season.
- 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.
- Resident Business & Entrepreneurship Program  
GCFM will work to increase vendor selling opportunities by developing and encouraging relationships with the Edible Enterprises Food Incubator Program and its tenants, local restaurants, retail outlets and the St. Charles Parish Public School System. The GCFM will offer technical assistance to vendors and entrepreneurs.
- 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 all market vendors by emailing a newsletter to market patrons.
- Tourism  
GCFM will promote local tourist attractions and work with agencies to increase visitor attendance.
- Market Lagniappe  
GCFM will regularly sponsor and offer market programs aiming to educate and entertain patrons. Lagniappe examples may include but are not limited to food demonstrations, live music, gardening seminars, and health and fitness educational opportunities.
- Grants, Donations, In-Kind Services  
GCFM will proactively pursue grant opportunities and financial & in-kind donations to assist with defraying operating expenses.
- Heritage Education Initiative  
GCFM will educate market visitors on the history of the German Coast, by displaying interpretive panels/signboards, which follow the stories of German Settlers. These panels will serve to educate visitors on the history of the immigration and settlement of the Coast.