

# ***City of Mission***

## **CITY COUNCIL WORKSESSION**

**November 29, 2017**

**6:30 p.m.**

**Mission City Hall, 6090 Woodson**

### **AGENDA**

- 1. 2017 Farmers Market Season Review**
- 
- 3. Adjournment**

Mission City Hall  
6090 Woodson, Mission, Kansas  
913-676-8350

<b>City of Mission</b>	Item Number:	1.
<b>DISCUSSION ITEM SUMMARY</b>	Date:	11/20/2016
<b>ADMINISTRATION</b>	From:	Emily Randel

Discussion items allow the committee the opportunity to freely discuss the issue at hand.

**RE: 2017 Farmers Market Season Review**

**DETAILS:** Following the close of the 2017 market season, staff has been reviewing the performance of the market compared to 2015 and 2016, and collecting feedback from market patrons and vendors.

Staff will review response to two changes for the 2017 season including:

- The change of market hours from 7 a.m.-1 p.m. to 8 a.m.-1 p.m.
- The lengthening of the market season from May-September to May-October.

Staff will also seek feedback on a few strategic issues related to the market including:

- Farmers market and local food trends in the region.
- The Council's goals for the market both short- and long-term.
- Additional investment in the site for the market and other community activities.

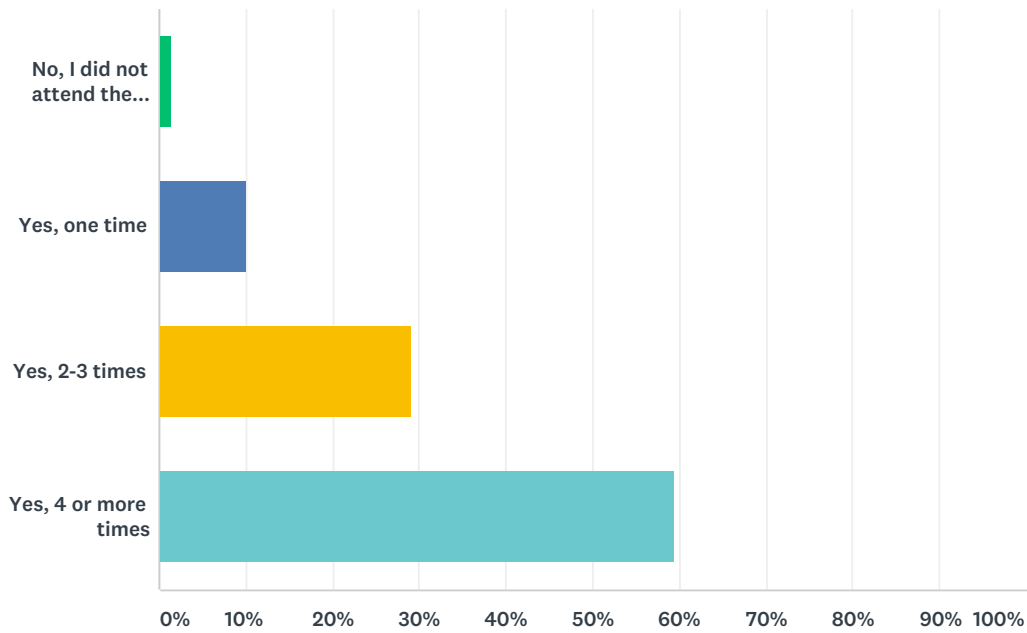
Staff will share a slide presentation at the committee meeting with more detail on activity at the market.

**CFAA IMPACTS/CONSIDERATIONS:** The Mission Farm and Flower Market provides a centrally located option for locally sourced food and a gathering space for people of all ages. The market site is connected to surrounding neighborhoods and nearby shopping areas by the accessible Rock Creek Trail.

Related Statute/City Ordinance:	n/a
Line Item Code/Description:	n/a
Available Budget:	n/a

# Q1 Did you attend the Mission Farm and Flower Market during the 2017 season?

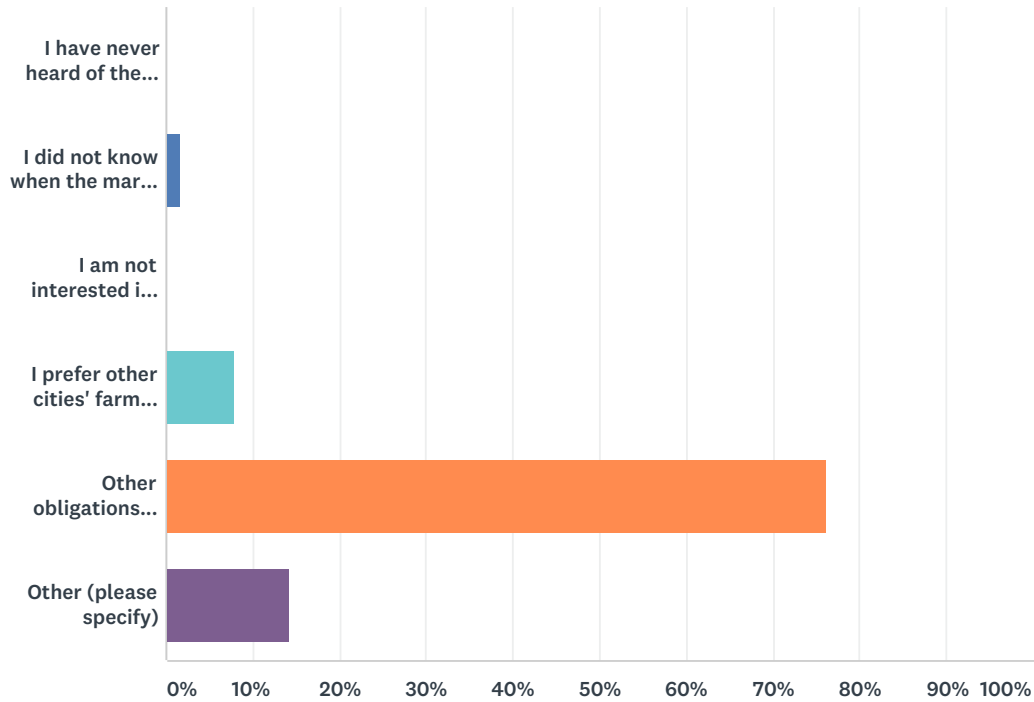
Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, I did not attend the market.	1.45%	1
Yes, one time	10.14%	7
Yes, 2-3 times	28.99%	20
Yes, 4 or more times	59.42%	41
<b>TOTAL</b>		<b>69</b>

## Q2 What was your primary reason for not attending the market, when you did not attend?

Answered: 63 Skipped: 6



ANSWER CHOICES	RESPONSES
I have never heard of the Mission Farm and Flower Market.	0.00% 0
I did not know when the market was operating.	1.59% 1
I am not interested in attending farmers markets.	0.00% 0
I prefer other cities' farmers markets.	7.94% 5
Other obligations prevented me from going.	76.19% 48
Other (please specify)	14.29% 9
<b>TOTAL</b>	<b>63</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	I usually do not get to Mission in the morning. I think the market is a wonderful event and I enjoy buying from it and supporting Mission	11/13/2017 12:14 PM
2	not enough fruits and vegetables to work for me.	11/4/2017 6:38 AM
3	events and vendors nor interesting to me	11/3/2017 3:29 PM
4	When I did go, there were not a lot of products I was interested in.	10/24/2017 8:38 AM
5	Out of town on vacations.	10/24/2017 7:00 AM
6	Didn't open at 7 am.	10/23/2017 7:37 PM
7	not enough customers for every Saturday	10/23/2017 4:37 PM
8	Busy with other things.	10/23/2017 3:18 PM

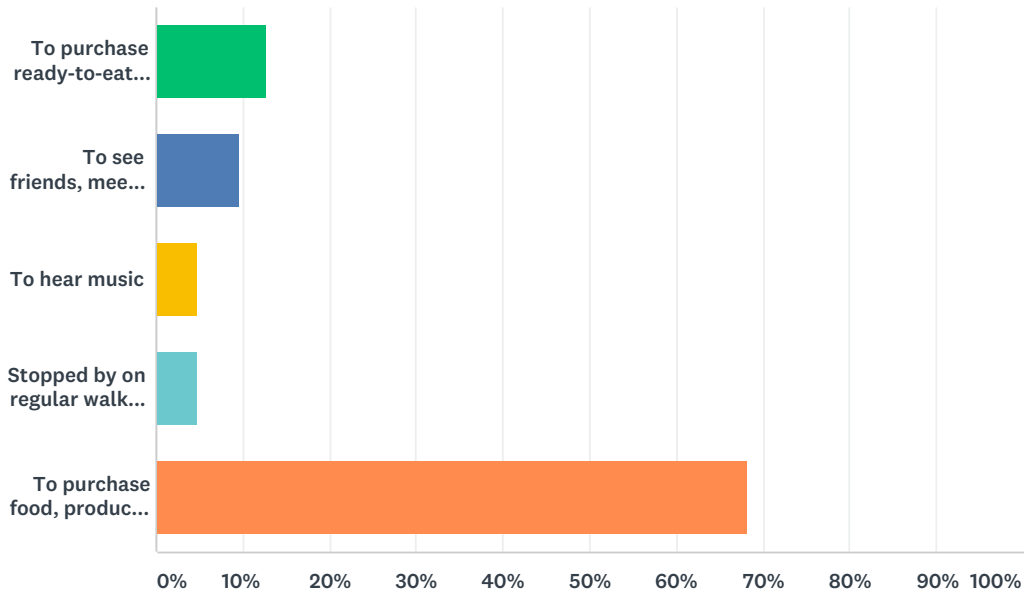
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9	On Saturdays, I'm usually not out and about until afternoon. A weekday night might be a better fit with my lifestyle.	10/23/2017 2:48 PM
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### Q3 If you DID attend the market, what was the primary reason?

Answered: 63 Skipped: 6

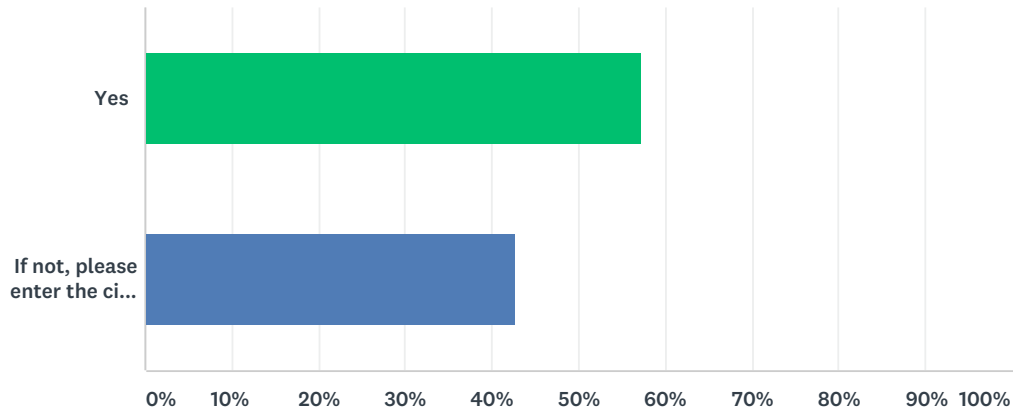


ANSWER CHOICES	RESPONSES	
To purchase ready-to-eat food (to eat at the market)	12.70%	8
To see friends, meet people, socialize	9.52%	6
To hear music	4.76%	3
Stopped by on regular walk, jog, etc.	4.76%	3
To purchase food, produce, other item for later use (not at the market)	68.25%	43
<b>TOTAL</b>		<b>63</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	If I am in Mission while the market is on, I enjoy walking the market and usually then buy food	11/13/2017 12:14 PM
2	Coffee	11/3/2017 3:19 PM
3	vendor	10/24/2017 11:21 AM
4	Sell Honey	10/23/2017 4:37 PM
5	The fresh flowers and to take my dog for a walk	10/23/2017 4:25 PM
6	Perform (music)	10/23/2017 2:42 PM
7	Support local vendors	10/23/2017 2:32 PM
8	Vegetables but they seem high priced	10/23/2017 2:27 PM

### Q4 Are you a Mission resident?

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	57.35%	39
If not, please enter the city where you live:	42.65%	29
<b>TOTAL</b>		<b>68</b>

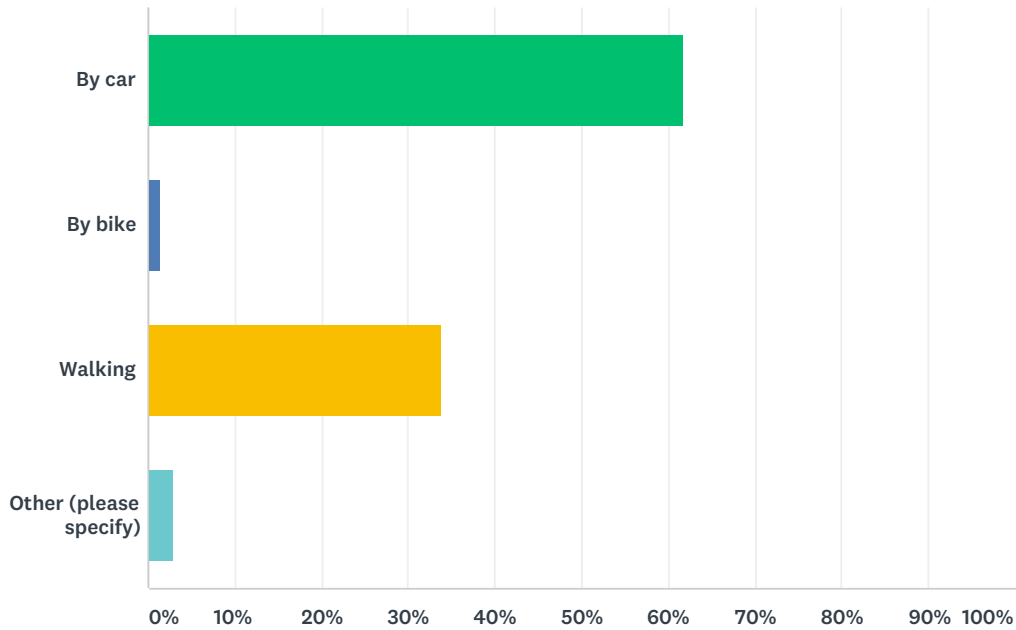
#	IF NOT, PLEASE ENTER THE CITY WHERE YOU LIVE:	DATE
1	Kansas City, Kansas but my business has been in Mission for 47 years.	11/13/2017 12:14 PM
2	Prairie Village	11/11/2017 6:26 AM
3	Fairway	11/10/2017 10:22 AM
4	Roeland Park	11/5/2017 10:12 AM
5	Roeland Park	11/4/2017 6:13 PM
6	Roeland Park	11/4/2017 9:18 AM
7	overland park	11/4/2017 6:38 AM
8	Roeland Park	11/3/2017 5:06 PM
9	Overland park	11/3/2017 3:19 PM
10	roeland park	10/28/2017 8:17 AM
11	Overland Park	10/24/2017 11:21 AM
12	Roeland Park	10/24/2017 7:28 AM
13	Prairie Village	10/24/2017 7:00 AM
14	Gladstone, MO	10/24/2017 4:17 AM
15	Overland Park	10/23/2017 8:48 PM
16	Fairway	10/23/2017 5:48 PM
17	Overland Park	10/23/2017 5:10 PM
18	Overland Park	10/23/2017 4:37 PM
19	Eudora	10/23/2017 4:18 PM
20	Prairie Village	10/23/2017 3:40 PM

21	Fairway	10/23/2017 3:29 PM
22	Overland Park	10/23/2017 3:18 PM
23	Westwood Hills	10/23/2017 3:05 PM
24	opening a business near the market	10/23/2017 2:55 PM
25	Overland Park	10/23/2017 2:48 PM
26	Parairie Village	10/23/2017 2:46 PM
27	Prairie Village, Kansas	10/23/2017 2:42 PM
28	Prairie Village	10/23/2017 2:27 PM
29	Overland Park	10/23/2017 2:26 PM



### Q5 If you did attend, how did you travel to the market?

Answered: 68 Skipped: 1

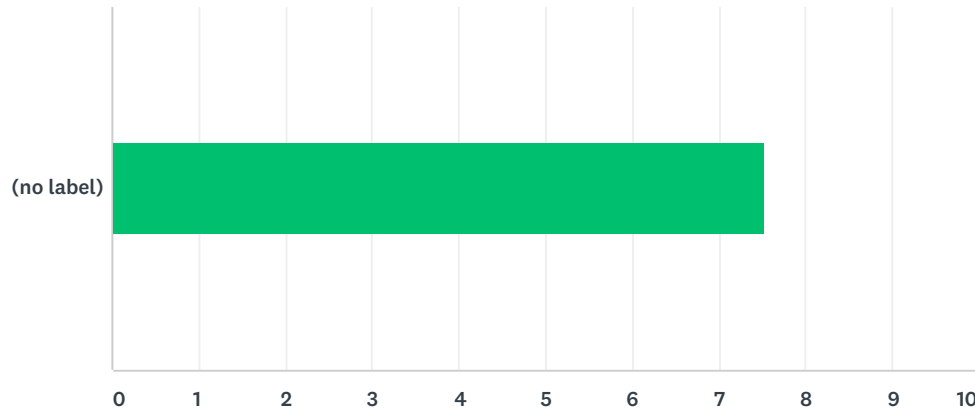


ANSWER CHOICES	RESPONSES
By car	61.76% 42
By bike	1.47% 1
Walking	33.82% 23
Other (please specify)	2.94% 2
<b>TOTAL</b>	<b>68</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	I drive to Mission and park near by the market	11/13/2017 12:14 PM
2	Both walking and by car	11/3/2017 3:38 PM

## Q6 How important to you is the current location of the market? (10 = Extremely important, 1 = Not at all important)

Answered: 68 Skipped: 1



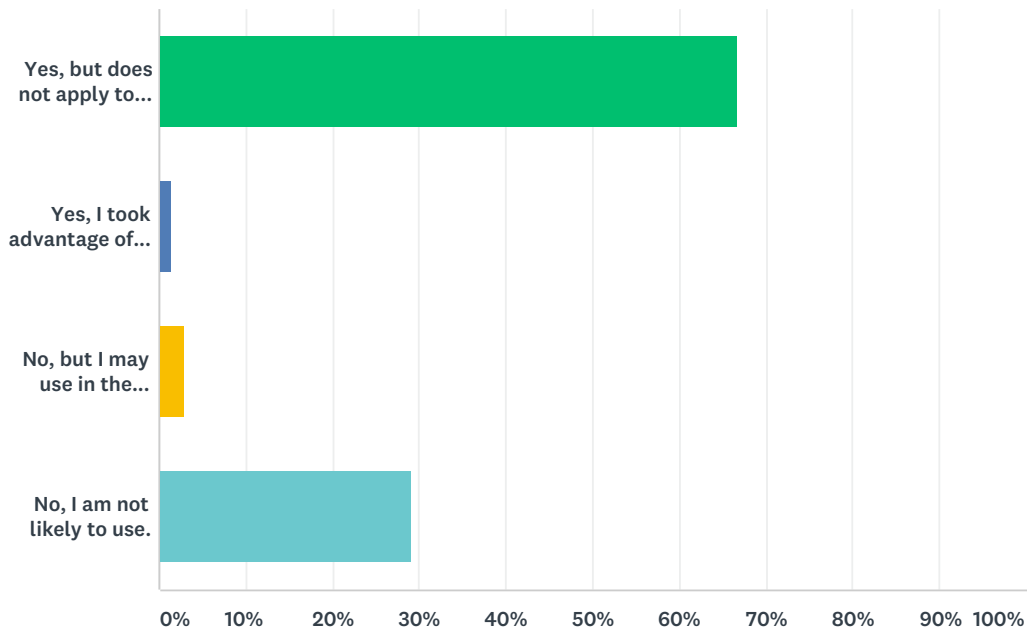
	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
(no label)	2.94%	1.47%	5.88%	0.00%	10.29%	10.29%	10.29%	16.18%	11.76%	30.88%	68	7.53
	2	1	4	0	7	7	7	11	8	21		

#	REASON FOR YOUR ANSWER (OPTIONAL):	DATE
1	Don't really care where it is as long as it continues to operate and has easy access.	11/12/2017 11:41 AM
2	It is close, much less crowded than the Overland Park Market where I used to go, and there are two vendors who are nice, have excellent produce, and are reasonably priced.	11/11/2017 6:26 AM
3	It is close and near other shops I like to go to	11/5/2017 10:12 AM
4	close convenient, by other shops	11/4/2017 9:18 AM
5	It's nearby and convenient.	11/3/2017 3:38 PM
6	I love the access to other businesses and that I can walk to the mkt.	11/3/2017 3:29 PM
7	I have pretty neutral feelings about the marker location.	10/27/2017 6:53 PM
8	Directly on Johnson Dr., like all the green space available there	10/27/2017 12:13 PM
9	I love being able to walk to the market.	10/26/2017 2:05 PM
10	We live less than a block from you and absolutely love the walkability of it all.	10/25/2017 9:53 PM
11	I enjoy the ease of walking to the market, but it's not a deal breaker.	10/24/2017 11:23 AM
12	For visibility reasons, I think the current location is important.	10/24/2017 11:21 AM
13	As long as it's located in our city I would always participate.	10/24/2017 8:56 AM
14	Close by home	10/24/2017 7:28 AM
15	It is by far the nearest market to where I live and that is partly why I have stayed loyal to it.	10/24/2017 7:00 AM
16	Proximity to highways or major thoroughfares counts when driving to Mission which we do a few times a week for our child's Irish dance school. The market's proximity to local shops and easy off street parking helps as well.	10/24/2017 4:17 AM
17	I want to be able to carry items home that I buy at the market. If the items are too heavy, I won't be able to carry the items home.	10/23/2017 7:37 PM

18	In the city and walking distance. Close to other retail shops. A little bit difficult to get around, though.	10/23/2017 6:37 PM
19	I'm driving there anyway	10/23/2017 5:48 PM
20	Very easy to access. Great location. Great facility.	10/23/2017 5:10 PM
21	Makes it hard to set up a tent in the wind and contend with wind or rain.	10/23/2017 4:37 PM
22	I went for a particular business and would go to any location.	10/23/2017 4:18 PM
23	It is very close to my partner's residence so we can walk there each weekend.	10/23/2017 3:40 PM
24	It's convenient for when I come to Mission.	10/23/2017 3:18 PM
25	Mission is close, the parking is great and I really try to support the businesses in addition to the market.	10/23/2017 3:05 PM
26	I like that the market is generally near other commercial and entertainment options that I can reach on foot. I like to combine trips or attend the market as something to do for fun rather than just buying food.	10/23/2017 2:48 PM
27	It is very convenient to walk from my home, and I can visit other shops along Johnson Drive while I am out.	10/23/2017 2:42 PM
28	I think it's a perfect location. I would have to see another location to have an additional preference. The only thing that needs additional improvement is safety in the crosswalks. Car Drivers are eventually going to hurt someone on the roads around Johnson Drive.	10/23/2017 2:30 PM
29	Spacing is good for vendors there. Not enough things to make it worthwhile.	10/23/2017 2:27 PM
30	I like them to be close because it is more convenient to get things done.	10/23/2017 2:26 PM

### Q7 Did you know the market accepts Supplemental Nutrition Assistance Program (SNAP) benefits? (red tokens)

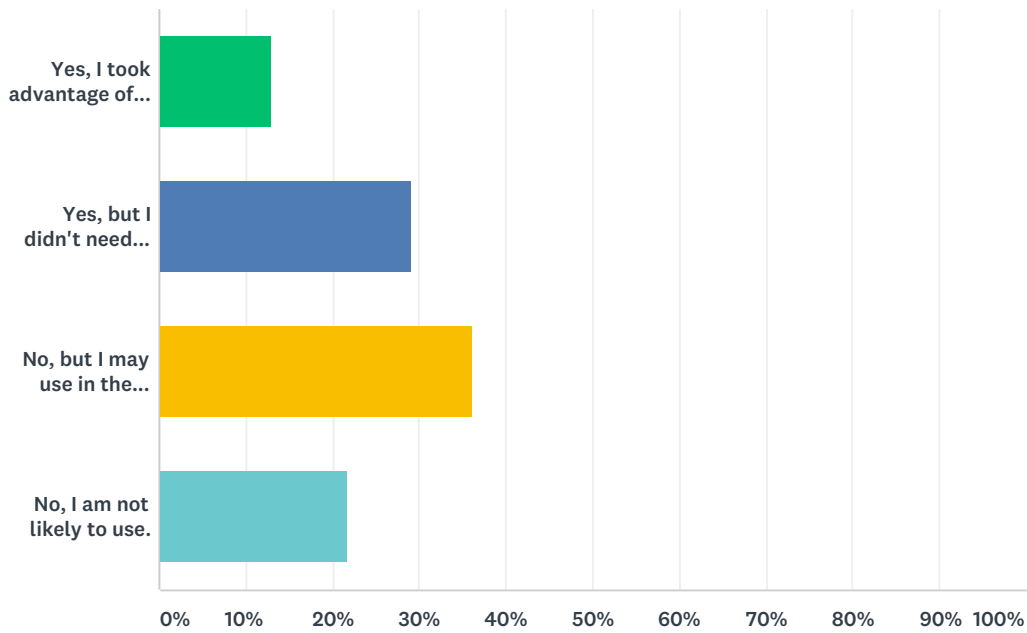
Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, but does not apply to me.	66.67%	46
Yes, I took advantage of this service.	1.45%	1
No, but I may use in the future.	2.90%	2
No, I am not likely to use.	28.99%	20
Total Respondents: 69		

### Q8 Were you aware that the market can run your credit or debit card for "cash" tokens to use with vendors? (blue tokens)

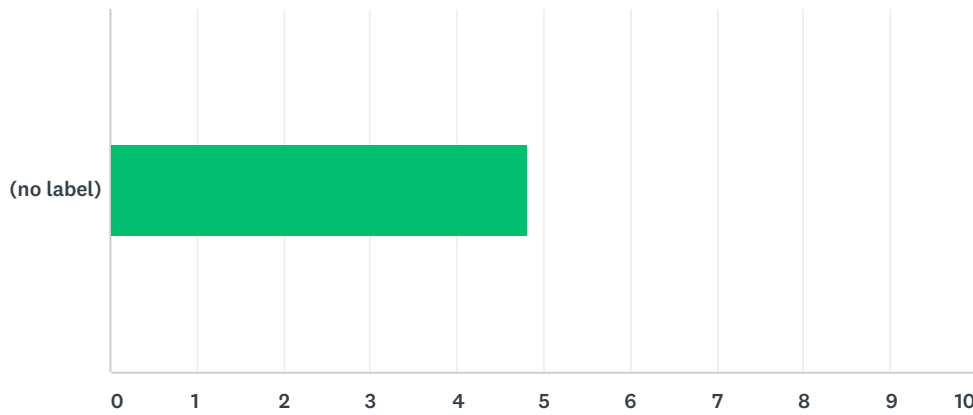
Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, I took advantage of this service.	13.04%	9
Yes, but I didn't need them.	28.99%	20
No, but I may use in the future.	36.23%	25
No, I am not likely to use.	21.74%	15
Total Respondents: 69		

### Q9 How important would it be to you to have every vendor accept credit cards at their booth? (10 = Extremely important, 1 = Not at all important)

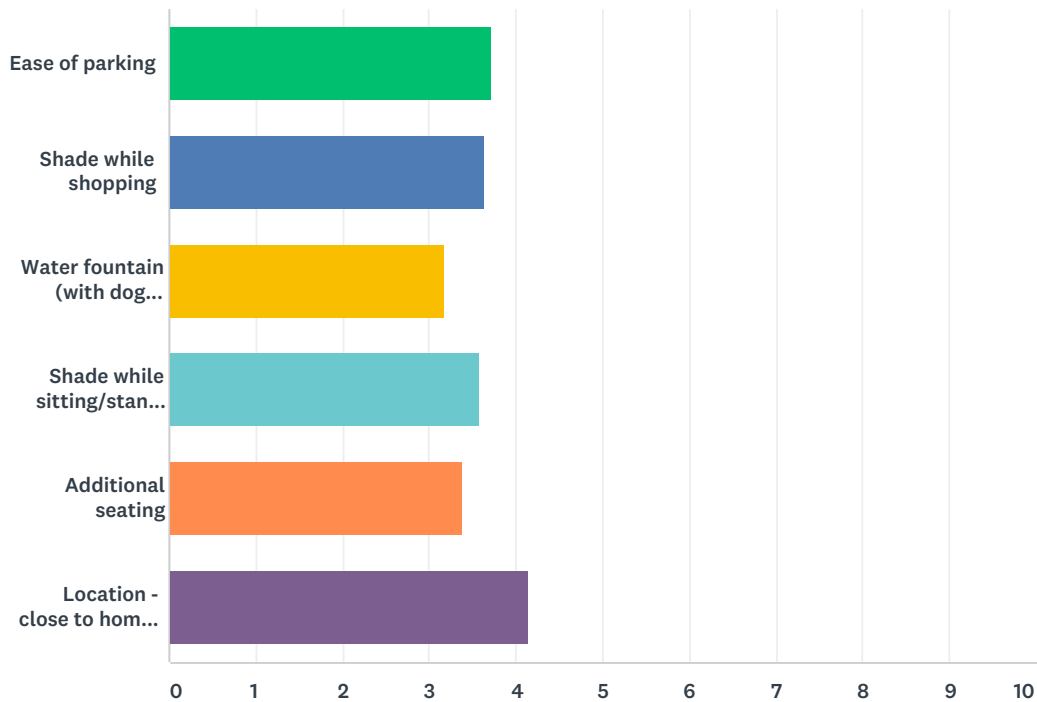
Answered: 69 Skipped: 0



	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
(no label)	17.39% 12	4.35% 3	14.49% 10	2.90% 2	27.54% 19	5.80% 4	7.25% 5	10.14% 7	5.80% 4	4.35% 3	69	4.81

### Q10 Please rate each of the following in importance to you. (5 = Very important, 1 = Not important)

Answered: 69 Skipped: 0



	5 - VERY IMPORTANT	4	3 - NEITHER IMPORTANT NOR UNIMPORTANT	2	1 - NOT IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Ease of parking	23.53% 16	42.65% 29	13.24% 9	4.41% 3	8.82% 6	7.35% 5	68	3.73
Shade while shopping	19.12% 13	44.12% 30	23.53% 16	4.41% 3	7.35% 5	1.47% 1	68	3.64
Water fountain (with dog access)	8.70% 6	23.19% 16	43.48% 30	4.35% 3	10.14% 7	10.14% 7	69	3.18
Shade while sitting/standing in the grass	26.09% 18	28.99% 20	27.54% 19	4.35% 3	10.14% 7	2.90% 2	69	3.58
Additional seating	20.90% 14	23.88% 16	35.82% 24	7.46% 5	10.45% 7	1.49% 1	67	3.38
Location - close to home, other businesses	45.59% 31	35.29% 24	10.29% 7	1.47% 1	5.88% 4	1.47% 1	68	4.15

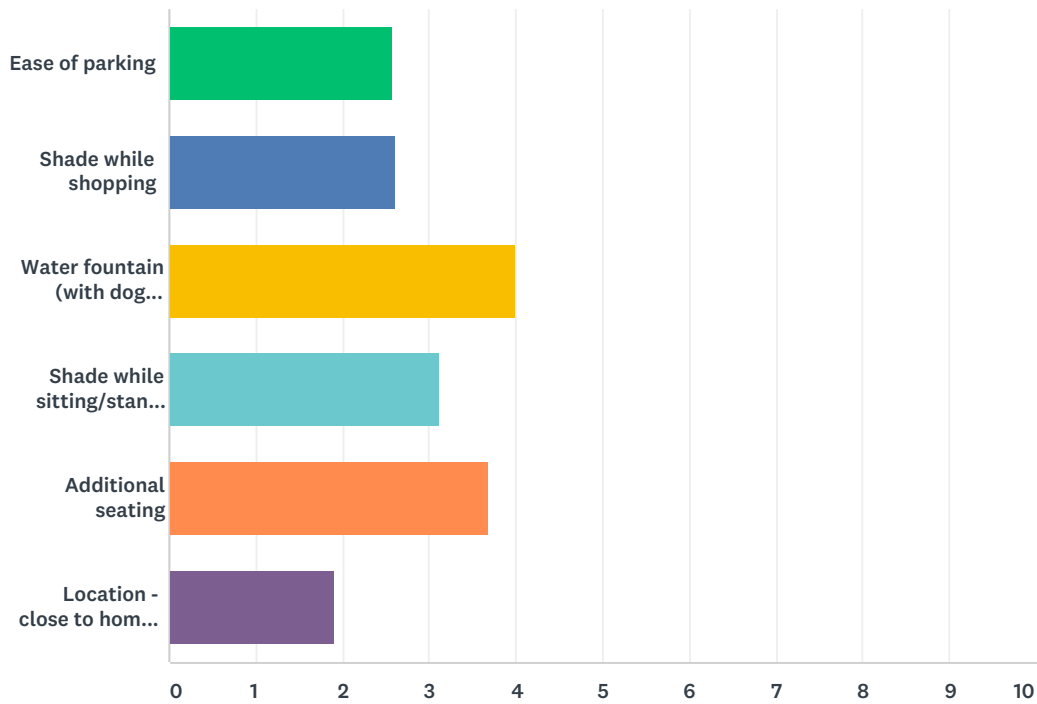
#	ADDITIONAL THOUGHTS/COMMENTS:	DATE
1	Ease of parking is important, but I also think there is plenty of parking to find.	10/24/2017 11:23 AM
2	When school starts and Labor Day are over attendance drops off drastically and if customers only see one or two vendors that's the impression they perceive of the Market. It hurts markets when there is not at least 5 or 6 vendors. On the most part the music is good as long as you can talk to your customers. It should be background music only. If you can talk without yelling you keep customers longer and that draws more patrons to the market.	10/23/2017 4:37 PM

3	I like the fact that it is close to other businesses I go to.	10/23/2017 3:18 PM
4	I would like to have more prepared, pre-packaged foods. I have no interest in eating standing up. Frankly, some of your vendors have great products and I cannot enjoy all of them at once.	10/23/2017 3:05 PM
5	A permanent public restroom (if offered) would be higher on my list than everything except the location or shade.	10/23/2017 2:48 PM
6	Love the market!	10/23/2017 2:30 PM
7	What is there works good. I don't understand why every neighborhood needs their own farmers market. Have one at city market and one at overland park. Too many duplications. But that is my opinion.	10/23/2017 2:27 PM



### Q11 Now, please RANK the following in importance to you 1 to 5. (5 = Most important, 1 = Least important)

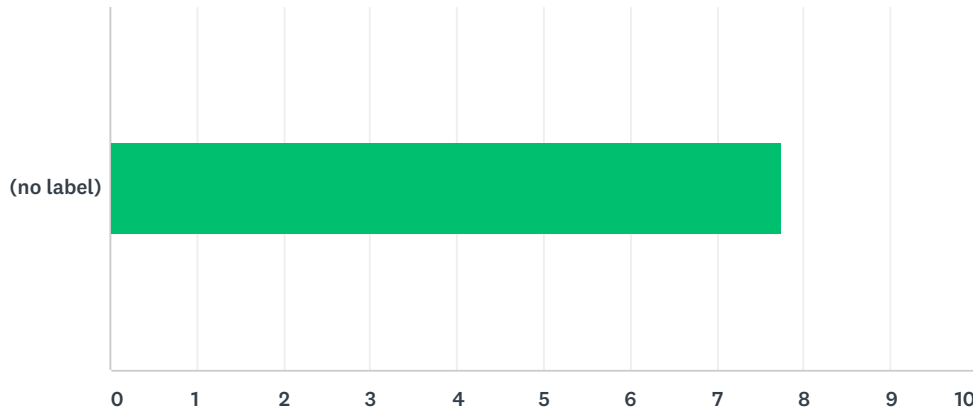
Answered: 67 Skipped: 2



	5 (MOST IMPORTANT)	4	3	2	1 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Ease of parking	29.41% 15	29.41% 15	15.69% 8	5.88% 3	19.61% 10	51	2.57
Shade while shopping	11.32% 6	32.08% 17	39.62% 21	16.98% 9	0.00% 0	53	2.62
Water fountain (with dog access)	2.04% 1	12.24% 6	14.29% 7	26.53% 13	44.90% 22	49	4.00
Shade while sitting/standing in the grass	9.62% 5	19.23% 10	26.92% 14	38.46% 20	5.77% 3	52	3.12
Additional seating	4.76% 2	19.05% 8	14.29% 6	26.19% 11	35.71% 15	42	3.69
Location - close to home, other businesses	64.29% 36	10.71% 6	7.14% 4	5.36% 3	12.50% 7	56	1.91

### Q12 How likely would you be to recommend the market to a friend? (10 = Extremely likely, 1 = Not at all likely)

Answered: 68 Skipped: 1



	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
(no label)	5.88% 4	4.41% 3	2.94% 2	2.94% 2	7.35% 5	1.47% 1	4.41% 3	16.18% 11	10.29% 7	44.12% 30	68	7.75

## Q13 What did you like best about the market in 2017?

Answered: 54 Skipped: 15

#	RESPONSES	DATE
1	Sorry, I haven't a good answer for you. I like very much that it is happening.	11/13/2017 12:14 PM
2	Good produce, good prices, pleasant vendors.	11/11/2017 6:26 AM
3	Very nice vendors. Very friendly atmosphere. Cute!	11/10/2017 10:22 AM
4	The people — it is a great community spot. A place to see and be seen.	11/9/2017 7:49 PM
5	Convenience	11/9/2017 2:25 PM
6	Longer season	11/9/2017 1:46 PM
7	The Jelly man tent.	11/5/2017 10:12 AM
8	Location	11/4/2017 8:25 PM
9	Close to home. I like to buy from local people.	11/4/2017 6:13 PM
10	Food trucks were excellent.	11/4/2017 4:12 PM
11	Food truck event.	11/4/2017 10:21 AM
12	small town feel, charm,	11/4/2017 6:38 AM
13	Food trucks	11/3/2017 9:54 PM
14	Convenient	11/3/2017 3:51 PM
15	It continues to grow and offer more produce.	11/3/2017 3:38 PM
16	Music in background while shopping, baked goods, dog friendly atmosphere.	11/3/2017 3:29 PM
17	Coffee honey pies chicken roots for refugees	11/3/2017 3:19 PM
18	Food trucks	10/31/2017 11:23 AM
19	The music, produce, granola	10/28/2017 8:17 AM
20	Good combination of variety and consistency of goods offered.	10/27/2017 6:53 PM
21	Visiting with the vendor/farmers. there were 2 or 3 I had to visit with every time. The older couple were my favorites.	10/27/2017 1:48 PM
22	fresh flowers, various food trucks, hours of operation was fine, volunteer opportunities	10/27/2017 12:13 PM
23	The people!	10/25/2017 9:53 PM
24	I enjoyed the sponsored craft booths at the beginning. Also was very happy to see a New Roots for Refugees vendor. The music at the beginning was better than the end.	10/25/2017 3:38 PM
25	Food Truck nights	10/24/2017 11:21 AM
26	Close to home,	10/24/2017 10:17 AM
27	Additional seating area.	10/24/2017 9:41 AM
28	The great variety of products that we had in the beginning of the season.	10/24/2017 8:56 AM
29	Tasty Nuggets Granola	10/24/2017 8:38 AM
30	Friendly vendors, fresh herbs	10/24/2017 7:28 AM
31	I primarily come for local produce.	10/24/2017 7:00 AM
32	Variety of goods offered	10/24/2017 4:17 AM
33	The fresh green onions from Roots.	10/23/2017 7:37 PM
34	Neighbors	10/23/2017 6:37 PM

35	Local produce and wares	10/23/2017 5:48 PM
36	The Jelly Man is my favorite vendor!	10/23/2017 5:20 PM
37	Good music! Good vendors	10/23/2017 5:10 PM
38	More offerings	10/23/2017 4:57 PM
39	Pretty nice patrons and vendors	10/23/2017 4:37 PM
40	Fresh flowers	10/23/2017 4:25 PM
41	The market was very accessible!	10/23/2017 4:18 PM
42	The limited number of vendors	10/23/2017 3:40 PM
43	Vendors and music	10/23/2017 3:29 PM
44	The vendors.	10/23/2017 3:18 PM
45	Food trucks	10/23/2017 3:11 PM
46	When there was the food truck party. Bought tons of food to take home.	10/23/2017 3:05 PM
47	The puns in the text message blasts were very entertaining.	10/23/2017 2:48 PM
48	Vendors were friendly	10/23/2017 2:46 PM
49	The great vendors, make sure you keep them coming and attract more vendors to grow.	10/23/2017 2:42 PM
50	I primarily attended the market to perform as a musician. However, the performance atmosphere is the best I have experienced in the area. I felt welcomed and appreciated, and access to electricity and a covered performance space made the whole thing even better.	10/23/2017 2:42 PM
51	Ash & Bleu	10/23/2017 2:34 PM
52	Local	10/23/2017 2:32 PM
53	Food trucks and the booth with the jams and pies.	10/23/2017 2:30 PM
54	Close to community centet	10/23/2017 2:26 PM

## Q14 What is one thing the market could do better?

Answered: 46 Skipped: 23

#	RESPONSES	DATE
1	Get bigger	11/13/2017 12:14 PM
2	Get a few more vendors with good produce to increase variety of vegetables and fruits	11/11/2017 6:26 AM
3	More vendors	11/9/2017 7:49 PM
4	More options/vendors.	11/9/2017 2:25 PM
5	Maybe a tent or umbrella with chairs/tables near the music.	11/5/2017 10:12 AM
6	Expand number of vendors, especially those selling produce	11/4/2017 8:25 PM
7	More vendors	11/4/2017 6:13 PM
8	More vendors	11/4/2017 4:12 PM
9	More vendors.	11/4/2017 10:21 AM
10	more fruits and vegetables, it is close to OP market and that is major competition for us and I don't usually have time to go both places	11/4/2017 6:38 AM
11	More food trucks	11/3/2017 9:54 PM
12	More vendors	11/3/2017 3:51 PM
13	More vendors	11/3/2017 3:38 PM
14	Vary the vendors. Recruit more local talent. Feature local non profit organizations to perform like Boy Scouts and Girl Scouts.	11/3/2017 3:29 PM
15	I think you should have some additional tents in front of the music. That way people can enjoy the music in the shade.	10/28/2017 8:17 AM
16	The only thing I hear others talk about the market is it's small size.	10/27/2017 6:53 PM
17	Keep on doing what you do, I really enjoyed the market on my walk, need a little seating by the great musicians.	10/27/2017 1:48 PM
18	more seating for eating and mingling	10/27/2017 12:13 PM
19	More variety and consistency. There were vendors that didn't make it very long unfortunately.	10/25/2017 3:38 PM
20	Bring in more produce vendors.	10/24/2017 11:21 AM
21	need more variety!	10/24/2017 10:17 AM
22	There are too few options of fresh produce. Need more vendors.	10/24/2017 9:41 AM
23	Find and keep more vendors through the season.	10/24/2017 8:56 AM
24	More and varied produce vendors, especially organic	10/24/2017 8:38 AM
25	I have enjoyed my last two years of coming, but it was disappointing that some stands faded out or weren't regular. Though I know farming is not predictable.	10/24/2017 7:00 AM
26	More vendors	10/24/2017 4:17 AM
27	Explain where to get cash tokens, how to use cash tokens, when to use cash tokens, etc.	10/23/2017 7:37 PM
28	have more vendors	10/23/2017 7:11 PM
29	More vendors. Better selection of fresh fruit and vegetables	10/23/2017 6:37 PM
30	Maybe bigger?	10/23/2017 5:48 PM
31	It would be lovely to have additional seating with shade umbrellas, or maybe a tented seating area.	10/23/2017 5:20 PM

32	Music plays for only one hour. I think they should play longer.	10/23/2017 5:10 PM
33	grow bigger	10/23/2017 4:57 PM
34	Have people be more aware of their dogs, saw only little boy get bit on the thigh and did puncture skin causing it to bleed. I do sell a food product and do not like or let peoples dogs put their noses on the table.	10/23/2017 4:37 PM
35	Variety and more vendors	10/23/2017 4:25 PM
36	Reduce generator noise from some of the food trucks	10/23/2017 3:40 PM
37	More vendors	10/23/2017 3:29 PM
38	More variety	10/23/2017 3:18 PM
39	more pre-packaged prepared foods and urge new stores and restaurants along Johnson Drive to participate. For example, the new Mexican grocery has the most amazing tamales for sale. Would love more merchants for clothing and stuff. Frankly, the grocery stores have plenty of organic produce. An upscale "flea market" of goods would be very competitive tool.	10/23/2017 3:05 PM
40	organize vendor parking in front to make room for customers	10/23/2017 2:46 PM
41	More shade and more adult games like bags to encourage people to stay longer.	10/23/2017 2:42 PM
42	I would like to see more vendors.	10/23/2017 2:42 PM
43	Have more options!	10/23/2017 2:34 PM
44	More vendors with more variety.	10/23/2017 2:32 PM
45	It's a little congested. I wonder if a different layout would let more people shop.	10/23/2017 2:30 PM
46	More fresh vegetables and fruits	10/23/2017 2:26 PM