

AGENDA
Lake City Community Redevelopment Agency Meeting
August 6, 2012
6:45 p.m. at City Hall

1. Call to Order
2. Roll Call
3. Approval of Minutes-May 21, 2012
4. Approval of Agenda
5. Check Presentation-Suwannee Valley Community Foundation Grant to Lake Desoto Farmers Market
6. Other Comments
7. Schedule Next Meeting
8. Adjournment

The City Council in and for the citizens of the City of Lake City met as the Community Redevelopment Agency, on May 21, 2012, beginning at 6:45 P.M. in the City Council Chambers, located at City Hall, 205 North Marion Avenue, Lake City, Florida 32055.

Members

Mayor/Councilman	Stephen M. Witt
Vice Mayor/Council Member	Jake Hill, Jr.
City Council	Eugene Jefferson
	Melinda Moses
	George Ward

1. Call to order
Chairman Witt called the meeting to order at 6:47 P.M.
2. Roll Call
Attendance is indicated above.
3. Minutes - February 6, 2012
Ms. Moses made a motion to approve the February 6, 2012 minutes as presented. Mr. Ward seconded the motion and the motion carried unanimously on a voice vote.
4. Approval of Agenda
Mr. Ward made a motion to approve the agenda as presented. Mr. Hill seconded this motion and the motion carried unanimously on a voice vote.
5. Approve Façade Grant Application
Ms. Moses made a motion to approve the Façade Grant Application in the amount of \$5,000 for Sue Rowand. Mr. Ward seconded the motion. A roll call vote was taken and the motion passed.

Ms. Moses	Aye
Mr. Ward	Aye
Mr. Hill	Aye
Mr. Jefferson	Aye
Chairman Witt	Aye

6. Other Comments

Mr. Johnson referenced a staff meeting memorandum summarizing his meeting with County Manager Dale Williams and Lake Shore Hospital Authority Manager Jack Berry and advised members he was available to answer any questions they may have.

7. Schedule Next Meeting

Members will meet as needed.

8. Adjournment

There being no further business the meeting adjourned at 7:55 PM.

Stephen M. Witt, Chairman

Audrey E. Sikes, Secretary

MEETING DATE
August 6, 2012

CITY OF LAKE CITY Report to CRA

CRA AGENDA	
SECTION	
ITEM NO.	5

SUBJECT: Suwannee Valley Community Foundation Grant to Lake DeSoto Farmers Market for installation of EBT Technology.

DEPT / OFFICE: Community Redevelopment

Originator: Community Redevelopment Administrator		
City Manager Wendell Johnson	Community Redevelopment Manager Jackie Kite	Date 8/1/12
Recommended Action: Accept funds for installation of Debit/Credit/EBT Technology at the Lake DeSoto Farmers Market		
Summary Explanation & Background: Consultant Sharon Yeago per her Quote for Services October 2011- September 2012 to continue to explore and develop a plan for funding and operating EBT SNAP program at the market including redemption, marketing, and incentives has obtained state funding along with private partnership sponsorship.		
Alternatives: Deny the request		
Source of Funds: Suwannee Valley Community Foundation \$6,040 USDA Food Nutrition Service, and Florida Department of Children and Families \$1,000		
Financial Impact: None		
Exhibits Attached: Copy of Funding Report and Food Desert Map		

**SUWANNEE VALLEY COMMUNITY FOUNDATION
 USDA FOOD NUTRITION SERVICE, AND
 FLORIDA DEPT OF CHILDREN & FAMILIES
 TO PROVIDE SUPPORT TO
 LAKE DESOTO FARMERS MARKET
 FOR INSTALLATION OF EBT TECHNOLOGY**



Columbia County has reported 34% obesity rate and 30% rate of children living in poverty. Fifty-four percent of the restaurants in Columbia County are classified as ‘fast food’ operations. In addition, Columbia County is considered a high poverty area with an overall poverty rate of 19.1%.

Federal food nutrition dollars such as the Supplemental Nutrition Assistance Program, SNAP are economic engines for food providers, including local farmers. When EBT technology is provided to farmers and community farmers markets, more of those food dollars stay within the community.

The Lake DeSoto Farmers Market is located immediately adjacent to a food desert, according to the USDA (See maps.) All areas immediately to the north and east of the market site are designated food deserts by this agency. Lake City is not only included in the food desert area, but the City is also surrounded by food deserts to the west and south.

Installing an EBT program at Lake DeSoto Farmers Market will provide Lake City residents with greater access to healthy, locally grown fruits and vegetables, herbs, nuts and other foods grown or prepared in the local community.

The requirements to successfully implement the program include: (1) Technology and resources to process SNAP benefits as well as accept credit and debit cards to maximize economic impact; (2) Incentive programs that include coupons to encourage SNAP card usage at the market and promote the program; (3) Community-wide promotion and marketing as well as educational outreach to encourage healthy choices in purchasing and preparing food; and (4) Additional staff time to administer the program at the market and provide record keeping required by the USDA and the City of Lake City CRA, the sponsoring agency of the Lake DeSoto Farmers Market.

The USDA has announced support for expansion of EBT to farmers markets throughout the country. This funding will provide Lake DeSoto Farmers Market with a portable iPhone, wireless access for one year and payment of all EBT transactions fees.

The Suwannee Valley Community Foundation will match that support with funding for the following additional expenses during Year One to ensure the implementation is successful at the Lake DeSoto Farmers Market:

Budget for Implementation (Year One):

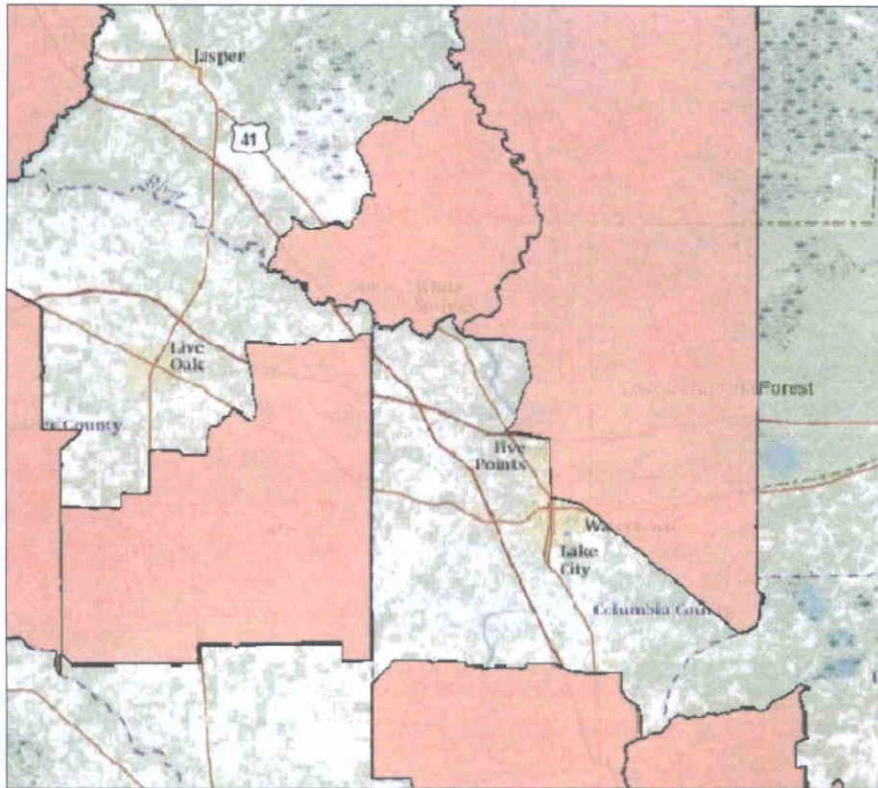
Equipment, wireless access and transaction fees provided	
By USDA, Food Nutrition Service via Fla DCF	\$1,000
Supplies (tokens, supplies, set up fees):	\$ 400
Monthly Service Charges (\$45 x 12 months)	\$ 540
Incentive Coupon Redemption (500 x \$3 each):	\$1,500
Marketing, Promotion and Educational Outreach:	\$1,000
Additional Staff Time (\$10/hr x 5 hours/week x 52):	<u>\$2,600</u>
SUWANNEE VALLEY COMM FOUND TOTAL:	\$6,040

Food Desert: a low-income census tract where a substantial number or share of residents has low access to a supermarket or large grocery store:

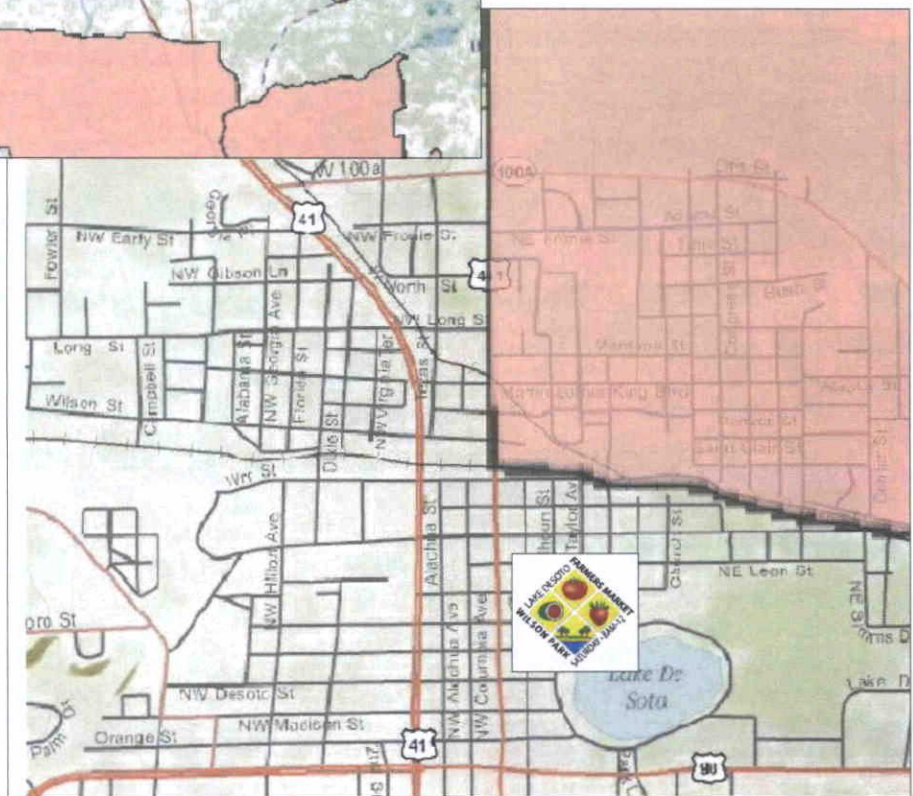
To qualify as a “low-income community,” a census tract must have either: 1) a poverty rate of 20 percent or higher, OR 2) a median family income at or below 80 percent of the area’s median family income;

To qualify as a “low-access community,” at least 500 people and/or at least 33 percent of the census tract’s population must reside more than one mile from a supermarket or large grocery store (for rural census tracts, the distance is more than 10 miles).

— UNITED STATES DEPT OF AGRICULTURE, ECONOMIC RESEARCH SERVICE



COLUMBIA COUNTY FOOD DESERT MAPS



**NOTICE OF MEETING
LAKE CITY COMMUNITY REDEVELOPMENT AGENCY
CITY OF LAKE CITY**

NOTICE IS HEREBY GIVEN that the Lake City Community Redevelopment Agency for the City of Lake City, Florida will hold a meeting on Monday, August 6, 2012, at 6:45 P.M., in the Council Chambers located on the second floor of City Hall at 205 North Marion Avenue, Lake City, Florida.

THE PURPOSE OF THE MEETING IS TO CONSIDER THE FOLLOWING ITEMS:

- Suwannee Valley Community Foundation Grant to Lake Desoto Farmers Market
(Check Presentation)

All interested persons are invited to attend.

AUDREY E SIKES, MMC
City Clerk

CITY COUNCIL MEETING

**THE CITY COUNCIL OF THE CITY OF LAKE CITY, FLORIDA WILL
MEET ON MONDAY, AUGUST 6, 2012 AT 7:00 P.M. IN THE COUNCIL
CHAMBERS LOCATED ON THE SECOND FLOOR OF CITY HALL AT
205 NORTH MARION AVENUE, LAKE CITY, FLORIDA**

All interested persons are invited to attend.

SPECIAL REQUIREMENTS: If you require special aid or services for any of the meetings identified above, as addressed in the American Disabilities Act, please contact the City Manager's Office at (386) 719-5768.

AUDREY E SIKES, MMC
City Clerk

Michele Greene

From: Audrey Sikes
Sent: Thursday, August 02, 2012 9:51 AM
To: ADS-LCR- Jeff Pressley
Cc: Michele Greene; Jackie Kite; Joyce Bruner; Wendell Johnson; HERBERT F. DARBY; Hannah Brown (hbrown@lakecityreporter.com); twilson@lakecityreporter.com; Newsman1@aol.com; StewLilker@columbiacountyobserver.com
Subject: Block Ad for Publication CRA-Council Meeting
Attachments: NOTICE OF MEETINGS FOR 8-6-2012.doc

Jeff.

Please find attached a block ad for publication on Sunday, August 5, 2012. Thanking you in advance.

*Audrey E. Sikes, M.M.C.
City Clerk
City of Lake City
205 North Marion Avenue
Lake City, Florida 32055
Phone: 386-719-5756
Fax: 386-752-4896
email: sikesa@lcfla.com*

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from City officials regarding City business are public records available to the public and Media upon request. Your e-mail communications may be subject to public disclosure.