

City of Culver City, California
Redevelopment Agency Agenda Item Report

Meeting Date: 08/20/07		Item Number: <u>A-1</u>	
AGENDA ITEM: Consideration of a Ninth Amendment to the Professional Services Agreement with Stephen Whipple for Farmers' Market Management Services.			
Contact Person/Dept.: Glenn Heald/ Community Development		Phone Number: 310-253-5752	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Steve Whipple, Master Notification List (08/15/07).			
Department Approval: Sol Blumenfeld (07/26/07)		Executive Director Approval: Jerry Fulwood (8/16/07)	
City Controller Approval: Marlee Chang (08/15/07)			
 <u>RECOMMENDATION:</u> Staff recommends the Culver City Redevelopment Agency (the "Agency") approve a two-year extension to the Professional Services Agreement (the "Agreement") with Stephen Whipple for Farmer's Market management services through June 30, 2009. <u>BACKGROUND/ DISCUSSION:</u> The Agency originally approved an Agreement with Stephen Whipple to manage the Culver City Certified Farmers' Market (the "Market") on July 15, 1996. Mr. Whipple's weekly duties include physical set-up of the Market, supervision of assistants and volunteers, selection of farmers and vendors, allocation of space to farmers and vendors, collection of fees, preparation of financial reports, resolution of farmers' disputes, public relations and marketing. Under Mr. Whipple's management, the Market has run smoothly and efficiently, with continuing measures implemented to improve the Market's visibility, quality and variety of product, and security of both visitors and receipts. Mr. Whipple initiates special event promotions and prepares marketing materials for these events. He also distributes flyers to the elementary schools and provides Market gift baskets as prizes to local non-profit groups. Mr. Whipple is an advocate for certified farmers' markets and continues to receive education and training in organic farming. Mr. Whipple is knowledgeable about produce and can quickly identify changes in the quality of the farmers' produce from week to week. Mr. Whipple's expertise assures a consistently high standard of			
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produce and collateral items offered at the Market. Mr. Whipple will continue to have limited hours, not to exceed 25 hours per week.

The proposed Amendment to Mr. Whipple's contract will extend the terms of the agreement through June 30, 2009, and will increase his compensation from \$25.00 to \$30.00 per hour, without benefits. This increase brings the rate paid to Mr. Whipple in line with the rates paid to market managers in other local cities. A survey of farmers' markets in Beverly Hills, Burbank, Torrance and Westwood Village indicates the typical farmers' market manager salary ranges from \$30.00 to \$33.50 per hour, including benefits in some cases. As the revenues of the Market have increased steadily for the past three years, it is anticipated that the increase in revenues received by the Agency from the Farmers' Market will more than offset the increase in salary rate.

FISCAL ANALYSIS:

The Ninth Amendment to the contract will increase the hourly rate paid to Mr. Whipple from \$25.00 to \$30.00, for a not-to-exceed total of \$39,000 per fiscal year and \$78,000 for the term of the amendment. The revenues from the Farmer's Market will cover the increased cost and there are sufficient funds allocated to Account Number 55096800.619800 "Other Contractual Services" for adopted fiscal years 2007-08 and approved 2008-09 budget to meet this expenditure.

ATTACHMENTS:

1. Ninth Amendment to Contract RA 97-06
2. Letter of Interest from Mr. Whipple
3. Chart of Farmer's Market manager salaries in other cities
4. Summary of Revenues

MOTION:

That the Agency:

1. Approve the Ninth Amendment to Agreement RA97-06 with Stephen Whipple for Farmers' Market Management Services to extend the term through June 30, 2009, and to increase the hourly rate to \$30.00 for a not-to-exceed amount of \$39,000.00 per fiscal year and \$78,000 for the term of the Amendment, plus approved expenses;
2. Authorize the Agency General Counsel to prepare/review the Amendment; and,
3. Authorize the Executive Director to execute the Amendment on behalf of the Agency.