

AGRICULTURAL ADVISORY BOARD
OCTOBER 24, 2006

1. ROLL CALL

The meeting was called to order at 6:37 p.m. Board members present were Chair Jason Hurley, Vice-Chair Jacque Daniels, Julie Aitken, Greg Hoover and Councilmember Starkey (arrived 6:55 p.m.). Also present was Board Secretary Jenevia Edwards recording the meeting.

2. APPROVAL OF MINUTES: July 25, 2006
August 22, 2006

Ms. Aitken made a motion, seconded by Vice-Chair Daniels, to approve the minutes of July 25, 2006 and August 22, 2006. In a voice vote, with Councilmember Starkey being absent, all voted in favor. **(Motion carried -0)**

3. DISCUSSION

3.1 Issues Concerning the Davie Farmers' Market – Bonnie Stafiej, Special Projects Director

Ms. Stafiej provided brochures highlighting upcoming projects that included the Davie Green Market. She referred to the August 22nd minutes as it related to the Green Market and indicated that she had completed everything mentioned. Ms. Stafiej provided a history of how the idea of the farmers' market began and provided a copy of the brochure to the Board. She highlighted the procedures that she followed at the beginning of every Town event which included advertising in the Davie Update. Ms. Stafiej pointed out upcoming events from recent brochures which included an annual Holiday Craft Fair and Green Market. She indicated that when the first brochure was printed, she had attended other green markets with the hope of "hustling" vendors; however, this was not an easy task. Ms. Stafiej indicated that some of the markets she attended had only a few vendors and the organizers were very protective of them. She explained that because Davie's price was the lowest she had been able to lure a few vendors. Ms. Stafiej had created craft, plant and green market fairs along with new dates, since the initial event was cancelled due to the hurricane. Ms. Aitken asked if the dates would coincide with other farmer's market. Ms. Stafiej responded that it would be difficult to say because since she started combining the craft fair with the green market, she noticed that other cities were doing so as well. Ms. Aitken asked if the green market would always be combined with the craft fair. Ms. Stafiej responded that she would continue until the green market had enough energy to operate on its own.

There was brief discussion regarding past events with Ms. Stafiej highlighting the types of vendors who participated in the green market. Ms. Stafiej commented that it was initially thought to have the green market for one day; however, it was extended for two days and the vendors have been very happy about the exposure. She added that now that the fall shows were beginning, all the vendors who participated last year were participating again this year. Ms. Stafiej commented that advertisements were placed in the Davie Update and 80,000 calendars were printed that highlighted Town events. She explained that the craft shows listed on the calendar for Independence Day, Labor Day and the November Holiday craft fair presented opportunities for vendors who wanted to participate in the green market. Ms. Stafiej commented that there had been a tremendous growth of vendors since she began that she now had to turn people away due to lack of space. She indicated that in 2004 and 2005, a green market was offered as part of the Orange Blossom Festival and she hoped that this would "take on a life of its own" so that she could begin setting dates. Ms. Stafiej indicated that show dates and location was also advertised in a magazine that was published nationwide. She presented the new banner which showed all the Town events including the green market. Ms. Stafiej asked Boardmembers to help spread the word about the green market by passing out flyers. She explained that she always advertised in the Davie Update and she did four news releases per month to 235 sources and this was included with the 80,000 mail-outs. Ms. Aitken asked if the Town would have a shortage of space due to the growth of vendors participating in the green market and craft

DAVIE AGRICULTURAL ADVISORY BOARD
OCTOBER 24, 2006

fairs with Ms. Stafiej responding in the negative. Following a brief discussion regarding the setup of the arena, Ms. Stafiej encouraged Boardmembers to attend the upcoming Craft Fair and Green Market. Ms. Aitken asked about selling animals with Ms. Stafiej advising that careful thought had to be given to this because of animal rights groups. Ms. Stafiej highlighted some scenarios when vendors sold turtles and gold fish.

Ms. Aitken asked if the Board could assist in promoting the Green Market. Ms. Stafiej indicated that Boardmembers should contact vendors that they knew who were interested in purchasing booth space to participate. There were questions regarding rain dates and hurricane dates. Ms. Stafiej indicated that there were no rain dates; however, the vendors who were unable to participate because of the hurricane were given free booth space for the next show.

Councilmember Starkey commented that Ms. Stafiej had done a great job with the Green Market and Ms. Stafiej had also attended the open market in Hollywood and had brought back ideas that were useful to the Town. She commented that she attended all Town events and had seen the interest at the Green Market, and although it was not as big as was expected, she hoped that it would eventually grow.

The Board discussed inviting some of the Jamaican farmers in the area to participate in the Green Market. Councilmember Starkey presented a copy of a letter to the Board that was used to solicit prospective vendors who might be interested in participating in the Green Market. The Board questioned whether there was information on the Town's website with Ms. Stafiej responding in the affirmative and explaining that the information was not on the front page but could be reached through a special link.

Ms. Aitken suggested that Ms. Stafiej contact Jason Curtis of the Property Appraiser's Office who would be able to provide a list of the right type of farmers in Broward County. Ms. Stafiej advised that she had been in contact with Fred Segal of the Broward County Farm Bureau who had provided her with a list. A brief discussion ensued regarding nurseries with Ms. Stafiej indicating that she had a mailing list of every nursery in the County and applications were mailed to each one. Regarding distribution of flyers, Ms. Stafiej advised that there was a system through the schools which distributed 80,000 flyers announcing every Town event. She added that there was a Partnership in Excellence Program with the Broward County School Board and all the information was provided to each child at school.

Ms. Stafiej explained that she had a partnership with the *Miami Herald* newspaper which provided half page advertisements and quarter page advertisements which were run two weeks prior as well as two days prior to every event. She added that there was also a similar partnership with the *Sun-Sentinel* newspaper.

Following a brief discussion regarding the lack of vendor participation, Councilmember Starkey suggested that the Board send a letter to Mr. Segal to see if he could encourage vendors from the Pompano Beach Saturday Green Market to participate in the Davie Green Market. Ms. Stafiej commented that most sponsors were afraid of losing their vendors; however, if the dates for Pompano Beach and Davie did not conflict there should not be a problem. Chair Hurley suggested that Ms. Stafiej provide him with information concerning the Davie Green Market that could be forwarded along with the letter to Mr. Segal. In responding affirmatively to Chair Hurley's request, Ms. Stafiej advised of her practice to attend local green market in other areas in order to get ideas for Davie.

Councilmember Starkey commented on green markets she had visited in other parts of the country and expressed her anxiety in seeing the growth of the Davie Green Market. Ms. Aitken commented that the Davie Green Market could be an opportunity for Jamaican farmers in the area to sell their produce at retail as they were supplying produce to area restaurants at wholesale. She indicated that Mr. Curtis would be able to provide a list of the farmers to Ms. Stafiej. Ms. Stafiej indicated that she would contact Mr. Curtis.

DAVIE AGRICULTURAL ADVISORY BOARD
OCTOBER 24, 2006

Aside from seeking vendor participation in the Green Market, Chair Hurley asked Ms. Stafiej if there was anything additional that the Board could do to assist her. Ms. Stafiej responded that all assistance was welcome and so far the Board had been very helpful.

4. OLD BUSINESS

There was a lengthy discussion concerning identification for horses and other livestock. Ms. Aitken commented on previous discussions where Gerard Starkey indicated that the Miami-Dade Police Department had similar information that the Board was proposing and he would contact Miami-Dade to see if this could be useful to Davie after adjustments were made. Councilmember Starkey did not recall the discussion that way, rather the discussion was that Chair Hurley would contact Police Chief John George to apprise him of the Board's proposal and see if he was interested in what the Board was proposing.

There was brief discussion regarding the liability issue when an animal became loose and the owner would not identify the animal after it had caused damage. Vice-Chair Daniels commented that on many occasions veterinarians were contacted when a loose animal was injured. She added that it was a "touchy" situation for a vet to attend to an injured animal and not know the owner. Councilmember Starkey ask if the Board would like to be contacted by Chief George or a representative from the Davie Police Department to discuss the issue. Ms. Aitken reminded the Board that the issue was to find a holding area for the animal until the owner was located. Mr. Hoover expressed the opinion that except in an extreme situation, once the containment issue was in place things should go smoothly. Chair Hurley suggested forming a network of people who would be willing to use their farm as a holding area for loose animals. Councilmember Starkey suggested using Robbins Lodge. She indicated that she had spoken to Acting Town Administrator Ken Cohen to see if some of the bond money could be used to make some improvements to the park.

Ms. Aitken advised that she would get a list of Davie farmers along with their telephone number from Mr. Curtis to enable the Board to form a network of individuals to contact whenever there were horses or livestock loose.

Following Councilmember Starkey's question concerning follow-up on the identification issue, Chair Hurley advised that she should ask Chief George if there was an identification program already in place and whether the Police Department was interested in having this Board provide a network of farmers who would provide transportation and shelter until the animal's owner was located.

Councilmember Starkey made reference to the Town's webpage and explained that although Public Information Officer Braulio Rosa had done a lot to assist the Town in facilitating some communications better, she was not happy about the manner in which information was addressed on the Town's website. She commented that in addition to providing information to Mr. Rosa, she had made suggestions that he look at the website of other municipalities to see their layout and to get new ideas. Councilmember Starkey added that Mr. Rosa had done a good job with the Davie Television as well as putting together newsletters and she hoped that some of the things that were done could be done better, but it was based on time and a budget. Councilmember Starkey hoped that the Town would have a better website when Mr. Rosa had more time and asked for suggestions from the Board towards changes that should be made on the Town's website particularly linking information.

Chair Hurley referred to the agriculture Code definition issue and asked if the Board should move forward without feedback from Code Compliance Official Danny Stallone. Ms. Aitken responded that the Board had done all that it could do in assisting with the definitions and a response was needed from Mr. Stallone. She referred to similar Code definition problems that were being experienced by another municipality and explained that she had sent copies of Davie's Code definition as well as the Code definitions that the Board was working on.

DAVIE AGRICULTURAL ADVISORY BOARD
OCTOBER 24, 2006

A brief discussion ensued on the issue with Councilmember Starkey highlighting some of the issues in which Mr. Stallone was presently involved, and advised that he should be allowed time to review the changes that were made and to make recommendations to the Board. Councilmember Starkey commented that she wanted Mr. Stallone to be comfortable about the changes before moving forward, adding that proper wording was important to prevent legitimate businesses from leaving the Town. Councilmember Starkey commented that it was important to work with business owners so they were brought into compliance without initiating Code enforcement and Mr. Stallone was very diplomatic at this.

5. NEW BUSINESS

Chair Hurley commented that while traveling in other parts of the country, he had noticed that the lighting was not as intense as it was in Florida. He indicated that the one exception he had observed was the Davie section of Flamingo Road which he would hate to see change and lose the rural character and become “daytime” at night like every other area.

The Board devoted a lengthy discussion to lighting issues which included light on rights-of-way and on major roadways. Vice-Chair Daniels asked about the restriction on the amount of spillover lights. Councilmember Starkey explained that there should be no spillover of candlelight from developments and a photometric study was conducted on all developments. She commented that she had received numerous complaints from residents concerning lighting issues because they wanted bright lights on major roadways. Ms. Aitken commented that the Town should create an ordinance that required a hood or cap on lights to prevent spillover. Councilmember Starkey referred to a proposed development which was approved for Davie Road and the developer had asked to continue the streetlights down the road. She added that with each new development Davie’s Code required streetlights on every block. Chair Hurley questioned why the lighting at the Davie water plant had to be lit all the time, with Councilmember Starkey responding that this was for security reasons. Councilmember Starkey explained that there was a requirement in the Town’s Code regarding light spillover and businesses with excessive lighting were in violation of Davie’s Code. She advised that this should be reported to Code Compliance through the Town’s tracking system.

There was a brief discussion regarding the Wal-Mart project with Councilmember Starkey indicating that one of the issues was the lighting and she had asked for lights that did not spillover.

6. AGENDA ITEMS FOR THE NEXT MEETING

Following a brief discussion, the following items were suggested for the November meeting:

- Update on the Code definitions
- Further discussion regarding the identification for horses
- Lighting issues

7. COMMENTS AND/OR SUGGESTIONS

There were no comments or suggestions.

8. ADJOURNMENT

There being no objections and no further business to discuss, the meeting adjourned at 8:15 p.m.

Date Approved

Chair/Board Member