

**STAFFORD COUNTY**  
**AGRICULTURAL AND PURCHASE OF DEVELOPMENT**  
**RIGHTS COMMITTEE MINUTES**  
*February 28, 2011*

The meeting of the Stafford County Agricultural and Purchase of Development Rights Committee for Monday, February 28, 2011, was called to order at 7:05 p.m. by Chairman Tom Coen in the County Administration Conference Room of the County Administration Building.

Members Present: Coen, Adams, Clark, McClevey and Hunt

Members Absent: O'Hara

Staff Present: Neuhard and Stinnette

**1. Call to Order**

Mr. Coen: It is 7:05 let's call our meeting to order. If you will call the roll.

Mrs. Stinnette: Mr. Coen.

Mr. Coen: Here.

Mrs. Stinnette: Mr. Hunt.

Mr. Hunt: Here.

Mrs. Stinnette: Mrs. Clark.

Mrs. Clark: Here.

Mrs. Stinnette: Mr. McClevey.

Mr. McClevey: Here.

Mrs. Stinnette: Mr. O'Hara is out tonight. And Mr. Adams.

Mr. Adams: Here.

Mr. Coen: Okay, we have a quorum. First item on the agenda is the approval of the minutes.

**2. Approval of Minutes - January 24, 2011 PDR minutes**

Mr. Neuhard: There should be copies.

Mr. Coen: Mike was kind enough...Mr. Neuhard was kind enough to give us a copy. Are there any additions, corrections, deletions? Gail.

Mrs. Clark: I have to admit, I only read half of them.

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Mr. Coen: Okay, is there a motion to either accept or defer.

Mr. Hunt: I make a motion to accept the minutes.

Mr. Coen: We have a motion to accept, is there a second?

Mr. Adams: Second.

Mr. Coen: All those in favor of accepting the minutes from our January 24<sup>th</sup> meeting, all those in favor say aye.

Mr. Hunt: Aye.

Mr. Adams: Aye.

Mrs. Clark: Aye.

Mr. McClevey: Aye.

Mr. Coen: Aye. Opposed? Okay we have done that. And now we have invited Elizabeth Borst to come and speak to us so welcome.

**3. Local Foods Initiative - Elizabeth Borst, Buy Fresh Buy Local and Farmers Market Incentive Program Director**

Ms. Borst: Thank you, it is good to be here again. Would you do me a great favor and everyone remind me of exactly who they are. I know several of you but I like to know everybody's name.

Mr. Hunt: I am Bob Hunt. I represent the Aquia district on the Agricultural and Purchase of Development Rights Committee.

Ms. Borst: Excellent.

Mr. Coen: Hi, I am Tom Coen, I was here last time.

Ms. Borst: Yep.

Mrs. Clark: I am Gail Clark and I am on the Committee.

Mr. McClevey: Marty McClevey and I am in the Widewater area.

Mr. Adams: We are going to Williamsburg again on Wednesday to do another presentation.

Mrs. Stinnette: Stacie Stinnette, planning.

Mr. Neuhard: I am Mike Neuhard, County Administration.

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Ms. Borst: Great, thank y'all for doing that and I am Elizabeth Borst. I am the Farmer's Market manager for the Spotsylvania market and I also run a couple other programs that I will talk about. But thank you for having me here today to give you just a quick update on local foods in the Fredericksburg region. I always like to start by just giving a little bit of stuff about the region, which you all know better than I do, but it sort of helps frame the discussion I think. You know we are an interesting mix of urban and rural and suburban. Our region is the size of Rhode Island, seventeen hundred and thirty-three square miles and that is a pretty sizable area. We have three farmer's markets in that regions, so that is an interesting point or fact I think. We have abundant land for agricultural production and we have really, really strong consumer demand for local foods. Each week at the farmer's market we see people who care very much about where their food comes from and are getting increasingly knowledgeable and increasingly interested in growing techniques and all sorts of things that go way beyond what I can tell them usually. You know we have put together a series of initiatives that are really working to deepen the connections between the producers and the consumers they are finding each other all the time. But we have put together the Buy Fresh Buy Local guide, which is just a way to help these folks find each other and it has been really successful at connecting the groups that are interested in some of these specialty products and finding out exactly when and where the markets are, that type of thing. So this was widely distributed through libraries and through extension and through all the farmer's markets in the area. So that has been very successful and we are going to continue working with that. We are working to really broaden the whole dialogue so we can include farm to school, we can include farm to institution, we can talk about CSA's and community gardens and local food events and chief initiatives. These are all things that are happening all around us, Richmond, Charlottesville and Northern Virginia. We are just a little pocket and we want to develop our pocket. We think we've got what it takes here, we've got all the right stuff and we certainly have the producers. We are very fortunate, not so much in any one specific county, but when you take them all together we have got a lot of producers. So we are going to give them a reason to sell locally. We want to prevent them from feeling like they have to drive to D. C. or Northern Virginia to sell their food. We want to keep that food right here in our own locality for our own communities to eat and enjoy. I got into this as a result of an opportunity to put together a program that looks at how you increase fresh food access for low income folks. So through a grant opportunity we were one of the first in the state to do this. We have a program where folks can use their food stamp cards or the SNAP EBT cards at the market. So through that program last year...and let me step back and say also debit and credit cards are accepted also. We take all cards. Through that program we generated twenty four thousand dollars in revenue for the market producers and that, we think, was about an eight to ten per cent increase in sales. We don't really know because we never asked from before what the total sales were. But we asked them this time. So that program again brought a lot of new customers to the market and really did, I think, a lot to help family farms with producers in the area, a lot of interest in that from the other markets in the area, we are working very hard to expand that program to King George and Fredericksburg this season. But very quickly you run into issues that will surprise you, it is hard to get funding for these things. A lot of community support but not a lot of direct funding coming from our own community. We have been successful in getting money from other folks but now we have got to work on having everybody from this community show that these kinds of things are important to them. And these are just the very first of these types of initiatives. There is so much more we can do with the local food hub that will extend the growing season, that will introduce new markets such as retail and restaurants to our local growers. So we have big plans, I feel like we are moving in the right direction and this has to be very much a group effort, a collective effort. I made a couple of notes just so I would not forget things. In addition to the program we did with the tokens, we

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also did a little promotion with the Virginia Department of Agriculture and Consumer Services. They were interested in how they could increase consumption with ethnic customers. So we tried some things to see what worked with that. I think we learned that is sometimes a difficult market to penetrate. So we need to probably beef up our specialty offerings and then let customers know that they are there. It is kind of a pull rather than a push. So that is the approach I think we will take in the future. One of the things that we keep running into is...you know we have got all this opportunity, but we have got to figure out a way to pull all our resources together and go after some of the bigger funding opportunities. I did a USDA grant application in the fall with the Fredericksburg Area Food Bank. We were not successful at that application, but it was good training for the next one which is coming right up. The farmer's market promotion program grant opens up here just in the next couple of weeks and I will be working with a couple of people to put one of those grants together. In that case, really, regional is the way you have got to go. They look at what impact you are having on...how many consumers you are affecting, how many producers you are affecting. So clearly you don't want to take a small and narrow approach, you know you want to open a big tent so one of the things we will be looking...I am sorry, let me back up. When we did the Fredericksburg Area Food Bank grant, one of the requirements of that grant was that we have a Regional Foods System Council. Regional Food Systems Councils are a standard way that communities find a berth for farm and food work to be done. So we put kind of the framework of that into place and looking around the region we don't have a lot of regional entities here. Not a lot of stakeholders such as environmental council or a sustainability council that would pick up this work. So we asked the George Washington Regional Commission, which is our regional planning district group, if we could sort of use them as a berth for this work and they agreed that that was fine and they have since agreed that we can continue with that approach since we were not successful the first time. We will try again. But to me that makes a lot of sense. If we had an entity where that work was taking place, we could do a lot of things. And I am not a big one for setting up institutional kinds of things, but we want to go after a hundred thousand dollar USDA grant, you have got to have something behind that. You have got to show the ability to manage it. You have got to show that you have got the necessary reach. So, I think that is the approach that we will continue to take to try to do the work through them, which really translates to we do the work and then if we get the money we can bring it to them. So that is what it is but recognize that we are kind of starting maybe a little further back than we would like to be but again seeing progress all the time in pushing this forward. And the biggest thing to me, the most exciting to me that I have to report is that there has been an informal collaboration developed between the three existing markets in the region, Fredericksburg, Spotsylvania and King George and again as a result of the SNAP/EBT program we have all put our heads together and said how can we do this collectively. But it led to a lot of dialogue about what else we can do collectively. Such as create a nice, very user friendly website that will help consumers figure out how to take advantage of all the local foods opportunities. We are going to try to do joint promotion. None of us have any money to spend on this stuff so if we take what little bit we have and put it together than maybe we can get a little but more bang for our buck. But what I want to leave you all with the real feeling of when you are able to set up a market you will have an umbrella organization to work that under. I don't have the bandwidth to set up a market for you right now, but through the creation of this organization we might be able to help with that. And we will certainly have a place again to do the collective work that needs to be done to let people know that a new market is there. So I think that is a really exciting and new thing. You know the Buy Fresh Buy Local work is really the consumer end of it. I think producers have certainly seen the benefit that will continue with that. Through the farmer's market promotion program we would like to be able to do professionalization of our current market. We have got one paid market manager in the region.

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That is a big deal especially for those of us who are the unpaid market managers. We are trying to make some movement on that and we will also be trying to do...we will use that grant as an opportunity to go back to the idea of creating a Food Systems Council. There are so many organizations in the community that are doing related work and then not really talking to each other. We know that we can create a lot more in-roads between the low income community and producers if we have a framework to do that under. So that...those are sort of the big key things that are on the horizon, looking forward to a great season. I am so excited about really getting to show some of this to folks. I want them to be able to go to Fredericksburg and say oh, look, you can use your cards here. And go to King George and those are the things that start to create real community engagement around this and hopefully we will be getting some media support and some other, just you know an increase in the presence of the local foods in the community. And that really seems to be happening. We have got Emily Bower writing a blog, talking about farmer's markets and through this new website we are going to create, which will be really...again an open forum. I am going to push as we develop this to have producers be able to go up on that site with their own little blurb. So what it should be is an online version of this and then some. What other local foods activities are going on in the community, it should be a clearing house for all of that. So that is the idea. I always feel like I just talk, and talk and talk so I am going to stop talking.

Mrs. Clark: Maybe we can have a discussion. I have a whole list of questions. So, let's go over them real quick. You said three markets, is it the Spotsy Courthouse Market that is folding?

Ms. Borst: It really is, it is not a supported market, it is not a good location, we would like to come up with another Wednesday market for Spotsylvania in a different location and a much better...

Mrs. Clark: It was at the Courthouse at the Government Building, wasn't it?

Ms. Borst: Yes, it was. That was sort of an initiative of the Board of Supervisors, they thought that would be really great. And it is, except that it just wasn't a heavy traffic location and the courthouse employees weren't enough. You know it is great to be located in the place like that but you still have to have the traffic. And then they went and built a by-pass around that whole area.

Mr. Coen: Yes.

Ms. Borst: That is just not a real good neck. People are on their way to Lake Anna, they have got another forty minutes to drive, they just weren't stopping. The market then last season moved to the new Courthouse Village area. Beautiful location, really gorgeously designed for a market right around the central square but, again, we just did not have the density of customers and we don't have the market management infrastructure or did not have it to do the kind of promotion that would be needed to really make that location work. So we are thinking about moving to a better traffic location base.

Mrs. Clark: Location, location, location.

Mr. Adams: I will tell you what they just did when we went to the meeting the other night. The Town of Warrenton has had a market for years. The hospital came to town and said we want the market on our hospital property and we want you to specifically be open at 3 o'clock when the shift change happens and they are going to set it up where vendors can even set up inside the hospital. They are

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going to have refrigerated cases so instead of trying to have stuff outside in coolers in July they are actually going to have refrigerated cases. So we can just put our stuff in, keep it refrigerated and that would be our assigned location. And we have two hospitals right here that would...

Mrs. Clark: Correct me if I am wrong, but didn't Mary Washington, didn't they support you last year.

Ms. Borst: Yes they did.

Mrs. Clark: Okay. So Medicorp is interested so that might be something that Stafford could look at.

Ms. Borst: Yes.

Mrs. Clark: If there is precedent and they have shown interest.

Ms. Borst: There is definitely precedent, there are a lot of communities that will target where they want to put their market around low income communities or central kinds of administrative buildings. But again, from the grower's perspective, and you guys are the growers, you have got to have enough people moving through there. It doesn't matter if it fits somebody else's idea of the right kind of a place you have got to have the...

Mr. Adams: And the hospital has made all types of claims in this case where they have diabetes support groups and they have this and people are always coming in and out of the hospital. They are going to say now this is what we are talking about. You have got it right here.

Ms. Borst: Right here, yeah go and there is an incredible veggie prescription program that is being trialed in the northeast states. It is a multifaceted program and it is a neat idea. I would love to see us try to replicate it may be on a smaller scale. Also, take note of the fact that the latest Buy Fresh Buy Local chapter in Virginia was founded by INOVA Health Systems in Fairfax. So you know there is definitely...I mean if I could just hop on to the community health coat tail, that's definitely what seems to make sense. But we have not been able to so far.

Mrs. Clark: That is interesting because that is a change in Stafford County since we visited the idea of farmer's markets several years ago, and that's...okay. A couple of other questions then, how many brochures were you able to finally print last year?

Ms. Borst: We printed ten thousand.

Mrs. Clark: And you should have had how many?

Ms. Borst: Well, we aimed really high and ten thousand ended up being fine. There are still many boxes in my garage.

Mrs. Clark: Okay.

Ms. Borst: And I think the strategy we are going to take is we will keep using...we will just keep going with it until we are...you know. Right now with everything that is going on it is not that this is a

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low priority but we are going to stick with what we have got and we will see what kind of demands we get from the producers to create a new one. I think we will have the demand, but it will probably be a late season thing again.

Mrs. Clark: So, you haven't started.

Ms. Borst: We have not started.

Mrs. Clark: I have not sent my money in this year, I thought I missed it.

Ms. Borst: We won't let you miss it.

Mrs. Clark: Okay, and another thing that I thought was interesting, she said that if she gets a web site the producers could have their own, like... Once again when we visited this idea before with just the Ag Committee there was some real questions about whether Stafford County Government could put individual links to individual farms because that might be preferential or whatever. But this gives another non-Stafford County way for...that producers could link, which I think is interesting. So because Elizabeth has taken some initiative and started this food network it might be solving a couple of problems we had before so that maybe this time it might be a little easier.

Mr. Adams: Well, see, we talked about it...I went to a Dale City meeting today. There the Parks and Recs actually run the farmer's market and now they have got a Facebook page and somehow it is on the Prince William County Park and Recs site as a Facebook page as the market somehow or another. Now, I don't know the details, but...

Ms. Borst: Well, I just want to give you a little more detail on how the free markets are run because that might give you some insight into your models.

Mr. Coen: Well, it would be perfectly legitimate for us to be on our page to say that there is this regional commission type thing-a-ma-bobby at the link and they can go to that link and then...

Ms. Borst: This whole community website idea came out of Fredericksburg Parks and Rec. Initially, or for a long time, the Fredericksburg Hurkamp Park market has been run out of the City Manager office. And that really wasn't working and we couldn't get at the onsite management that was needed. So they handed it over to Parks and Rec and there is this wonderful woman who has really taken it on and they have hired a market manager who will also be the EBT Manager. You know we are very excited.

Mrs. Clark: Through SNAP.

Ms. Borst: Through SNAP, that is right. We should really call it a token program because it does serve multiple purposes. So, that is one model, and Jeff, you are familiar with this too. In Fairfax, all of their farmer's markets are run through Parks and Rec. So that is a very common way to do it. And I actually think...I mean I can see some real benefits in that from our perspective, because we are run out of Extension, but it is a very kind of arm's length.

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Mrs. Clark: Elizabeth is not real happy about being a day to day kind of thing and with Extension being in such flux as it is.

Ms. Borst: I mean, they do a lot of programming just that Parks and Rec does and that is really...that is really...that's what...you want to be affiliated with someone who is doing a lot of programing and that is the bottom line. Now King George has formed their own market with a Board, but they have really strong support from the community. You know they won the American Farmlands Trust Best Small...Best Boutique Market award last year and that was a direct result of community support.

Mrs. Clark: That was their first year.

Ms. Borst: That was their second year.

Mrs. Clark: Second year.

Ms. Borst: Second year of operation. But they have chosen...the model they have chosen and again they have a Board, they have a market manager and are trying hard to get her pay. But they limited themselves to...you know you have to be a producer from King George in order to sell there. They know they have limited themselves and they may have to look at that structure. They might never grow beyond fourteen vendors if they don't change.

Mrs. Clark: But that might not be bad.

Ms. Borst: Exactly. They just want those fourteen producers to actually make some money at the market.

Mrs. Clark: Just out of curiosity, when we talk about paid market managers, what kind of money are we talking? Do you know? I mean, is it a per week?

Ms. Borst: No.

Mrs. Clark: Per season?

Ms. Borst: It is a per season...I mean, again, there are so many different ways that it is run. One that we know from Manassas, she is paid by the Historic Manassas Foundation. You know, personally, I would be thrilled to get...

Mr. Adams: Elizabeth, based on some of the money they were talking about on Wednesday, didn't one market say they estimated thirteen million dollars...

Ms. Borst: Yes and those...

Mr. Adams: ...from the market last year?

Ms. Borst: Yes, and those are some really big markets.

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Mr. Coen: Yeah, really.

Mr. Adams: Well, if you took the sales tax on thirteen million dollars, you can pay for the market manager. Because that is a...you know, in some cases that is a six hour position one day a week for thirty weeks. So you know you are not talking a forty or fifty dollar salary.

Mrs. Clark: And one per cent goes to the county.

Mr. Adams: Yes, but I don't know how much one per cent of thirteen million is off the top of my head.

Mrs. Clark: It is a lot.

Mr. Adams: But I bet you it would pay for two hundred hours' worth of labor.

Mrs. Clark: But the...

Mr. Neuhard: We are not going to have a farmer's market here with thirteen million dollars.

Mr. Adams: No, you wouldn't, but that is what the potential of some of these markets are.

Ms. Borst: Be advised that a good market manager, as you know Jeff, doesn't do it for six hours a week. This is a full time job and it should be treated as one. We are building a community resource here and you pay somebody to run your baseball program or this or that. But another option of course would be to set up a private market. And we met with women, boy they did not seem to be hurting did they. Ninety vendors at a Richmond market, you know that's...these are...the scale is very scalable. You certainly don't have to start large, but it can grow into that if you place it properly.

Mr. Adams: And here is another...I heard this figure today and when I heard this I didn't believe it, but I am not...Manassas or Prince William County has a hundred and seventy five master gardeners and I know this from doing the Manassas market. At the end of the market they come by and collect produce for ACTS and SERVE. They are not getting bad stuff, but stuff that from Thursday it won't last until Saturday and the guys have got to pick again so they are giving. Master gardeners last year in Prince William county collected, their estimate, and each week they write out a slip for the guy, ninety thousand pounds of fresh produce was donated to ACTS and SERVE in Prince William County. If you just say a dollar a pound, which you know nothing sells at the farmer's market for a dollar a pound. That is a ninety thousand dollar donation from those farmer's market guys.

Mrs. Clark: Into the community.

Mr. Adams: Into the community.

Ms. Borst: And I will bet you most of those growers are not from that community. They are making a donation to a community they are selling in not to the community they are growing in. Because by the time they are back at their farm in Westmorland County, whatever is excess is going over the fence to feed the pigs. I mean that is...they are not schlepping it anywhere.

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Mr. Hunt: How does what you envision differ from what goes on in the commuter lot up here off of 610?

Ms. Borst: Well, one of the vendors up on 610 is just buying and reselling. Pineapples, lemons, bananas...

Mr. Hunt: That has been my experience even in Fredericksburg, there is a whole lot of stuff when you go down there in February and buy tomatoes you know they did not grow them in Stafford.

Mrs. Clark: Which is why I no longer sell at farmer's markets.

Mr. Hunt: My real question, what's the difference between that and what is happening up there, just as an example?

Mr. Adams: Rules.

Ms. Borst: Rules and management.

Mr. Hunt: Rules.

Mr. Adams: If the...let's just say Parks and Rec took over and had a couple farmer's markets in Stafford County. You deal with them you just don't show up and start selling. You have to apply, be approved, your products have to be approved.

Ms. Borst: Somebody inspects your farm and make sure you are growing the lemons.

Mr. Hunt: That is the question I was asking, this is what I really wanted to know.

Mr. Adams: And then it is whatever the market rules are. So a rule might be you have to produce whatever you are producing within a hundred miles of the market. So they can't bring watermelons from...

Mr. Hunt: It was the biggest disappointment, I went to the one in Fredericksburg and I thought, gosh, half of the stuff here did not get grown here.

Ms. Borst: Right, and some markets are grower only markets, meaning you don't sell anything that you don't grow. Other markets are maybe eighty per cent, which allows you to buy twenty per cent somewhere and resell. But once again it is rules. I think up on 610, I don't know I think they may have an agreement with VDOT that just allows them to come, but it is not...

Mr. Neuhard: We have that permitted.

Ms. Borst: You do have that permitted?

Mr. Neuhard: Yes, it came out of your efforts and the Agricultural Committee some years ago.

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Mr. Coen: That is right, yes.

Mr. Neuhard: We...the County holds the permit for that lot for that to occur.

Mr. Coen: I remember that.

Mr. Neuhard: We don't manage it, but it is permitted.

Mr. Hunt: That is kind of what I thought. I know nothing about anything like this. How do you track sales and whether you are collecting your tax and all the other stuff there?

Mr. Neuhard: I have no idea.

Mr. Adams: Now, here again, in a regular market here is what has to happen. I have to provide a certificate of insurance. I have to provide the certificate from the Department of Taxation.

Ms. Borst: And have the certificate displayed.

Mr. Adams: It says I am collecting sales tax...

Mr. Hunt: If you would let me interrupt you. So those would be rules that would be established for our market?

Mr. Adams: Right.

Mr. Hunt: Okay.

Ms. Borst: And the rule process is, I mean, again, you would gather rules from a bunch of different markets, you would not be starting from scratch. You would want to customize then to meet your own needs. You know we are changing our rules this year at the Spotsylvania market. Fredericksburg changed their rules last year. When did you have the lemon experience in Fredericksburg? Some time ago?

Mr. Hunt: No, just last year.

Ms. Borst: Last year?

Mr. Hunt: Yes, last spring. My wife is a connoisseur of tomatoes. She is a county girl and a connoisseur of tomatoes and she said they did not grow here, I know that.

Ms. Borst: Well, one of the purposes for changing over to Parks and Rec is so they can have a lot more hands on management.

Mr. Hunt: Well, I don't want to be critical.

Ms. Borst: You should be critical.

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Mr. Hunt: So, what you would be proposing is that, and just using 610 as an example, that then the County should set up some structures to manage what happens at that market, just as an example.

Mr. Adams: But, see, you also have a committee that would say okay, we estimate five thousand people to come through this market on any given day. I am just making up numbers as I go along. Well, we will allow eight produce people and we will allow two bakers and we will allow, you know it is a fine mix. You don't want so many produce people there that they get cut throat and start selling tomatoes for a quarter a pound. That is not the idea of the thing, it is great for the consumer but bad for the...

Mr. Hunt: That is back to the rules...

Mr. Adams: So they set up a mix of and then they plan it out so you don't have three produce people side by side and you can't tell well is this tomato from this stand or that stand. So they will have produce and maybe a baker and another produce and then somebody selling goat cheese. So you know they are...

Mr. Hunt: Yes.

Mr. Adams: It's a...

Mr. Hunt: Yes.

Mr. Coen: We had talked about when they had the plans about renovating the court...this area of the Courthouse building. That in theory would be one here. Have you communicated with our hospital and asked them what they think about it?

Ms. Borst: No, I have to say I am not in the starting markets mode right now. We have a lot of work to do with just our existing markets. But we want to encourage the creation of new markets and support it through this regional enterprise.

Mr. Hunt: Another problem in Stafford is you kind of have a, pardon me, bimodal community. You have got a community that is up here and a community that is down there. I don't know where you draw the line, Eskimo Hill Road or Airport Road or whatever. But you...

Ms. Borst: But the southern part of the county has access to Fredericksburg and the C and T. I mean they are Stafford County and they do come to farmer's markets but they also have their own market in Ferry Farms. So they...the people in south Stafford, east of 1...

Mr. Hunt: So they are serviced a little more.

Ms. Borst: Right and they can go to King George.

Mr. Hunt: The people in North Stafford don't know a tomato from and orange so they...

Mrs. Clark: And they shop at Clark Family Farm.

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Mr. Hunt: Except for the native farmers.

Mr. Adams: A lot of markets fail like when they try to go to D.C. and set up a market outside of an office building and they say, my gosh, the traffic. We've got eight thousand people a day coming in and out of this building and they are right, but if only ten of them are stopping and buying.

Mr. Hunt: I am not trying to be critical I am really trying to think of this as a business man and how would you make this work.

Ms. Borst: If you think about it both from the consumer perspective and the producer perspective, my impression is that our producers are fully tapped out for Saturday markets.

Mr. Coen: Yes.

Ms. Borst: They are done. Wednesday market, Tuesday market, maybe a Thursday market we could definitely find some takers who would rather stop here then drive another forty miles worth of gas.

Mr. Hunt: But now I stop and think, can I get enough...can I get enough weekday traffic in North Stafford to justify? I mean it is a wonderful thing but it is still a commuter community.

Mrs. Clark: Well, I can tell you I am on a podunk road, a little bitty road, I open Thursday night, Friday night and Saturday. And sometimes, I mean my Saturday market obviously is best, but my Thursday market is good and these are people that are just coming home from work.

Ms. Borst: There are a lot of people who don't want to do their food shopping on Saturday because they are into the weekend already.

Mr. Hunt: And you think you would do better... again I am not being critical I am just interested and asking questions. You think you would do better at a local farmer's market than at your own place?

Mrs. Clark: No, I really do not see myself selling at a farmer's market.

Mr. Hunt: Okay.

Mrs. Clark: Because I do real well. People enjoy walking the garden.

Mr. Hunt: Yes, I know people that I know like Miller Farms, you know, they go out to his place.

Mrs. Clark: Sure, right, and we have chairs, people come and sit. It is a social place. Now, I don't see myself doing that and I...frankly I help some other producers sell eggs, and honey and bread. So I am helping some other local people.

Mr. Hunt: I will put out a number since you didn't want too.

Mrs. Clark: There are a lot of people out there hungry.

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Mr. Hunt: If you offered someone a fifty thousand dollar a year job to manage a market, you could probably get a good person.

Ms. Borst: If you offered me fifty thousand dollars a year I would come manage your market. I would leave Spotsylvania in the dust.

Mrs. Clark: I would quit farming for fifty thousand dollars.

Mr. Hunt: I understand that, I just was throwing out a number.

Ms. Borst: It would be more like fifteen to twenty kind of thing.

Mr. McClevey: I was doing some research on the internet after our last meeting and communicated that, overwhelmingly, that successful markets were those that had paid managers. The statistics were overwhelming. It was like ninety percent of all those markets succeeded...

Ms. Borst: Do you know if you were looking at the farmer's market coalition site?

Mr. McClevey: I am not sure, I found a lot of different sites including the Seattle...Fitness Seattle and whatever. So a paid manager position is definitely key to a successful market.

Mr. Hunt: Leave my fifty thousand dollar number alone for a minute. If you could figure out how many citizens of Stafford you would serve, that number does not get very...I realize that is a real number. You know if you served a hundred thousand citizens of Stafford in a month, that number does not sound so outrageous at all.

Ms. Borst: Here is a metric for you. We have thirty-five vendors at our market and we see twenty five hundred customers a week.

Mr. Hunt: Okay.

Ms. Borst: And that is after twelve years. So it takes time to build, it really does.

Mr. Hunt: I have to apologize, I have three different hats on all at the same time. If I was sitting on the Board of Directors, the Board of Supervisors I mean... If I was sitting on the Board of Supervisors I would be sitting here thinking "can I show enough benefits to my constituents to justify the expense of a manager?" That is literally what I would be thinking and if I could make enough constituents happy I would not care what the number was. I don't mean to be quite that callous, but I think you see...

Ms. Borst: And most market managers are paid through state fees. You use the fees that are generated from the market to help fund that. But you would also have to use those fees for promotion and you have to use those fees for signage. There's a lot of requests for that same little pool.

Mr. Hunt: Yeah, I wasn't questioning that at all.

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Mr. Neuhard: What bottom fees are you charging?

Mr. Adams: Now you see it all...Mike, it all depends, and I am not...I mean it is the gamut. In Charlottesville I pay six percent of my total sales.

Mr. Hunt: Okay, thank you I was coming to that question. How do you pay?

Mr. Adams: And that is how they set that up, that is six percent. So, on a given day in a good market that is fifty to a hundred thousand dollars a day through the market.

Mr. Hunt: Yeah.

Mr. Adams: In Manassas it is a hundred and seventy-five dollars per space per year.

Mr. Hunt: Okay.

Mr. Adams: And a lot of these produce people take two the three spaces.

Mr. Hunt: Got you.

Mr. Adams: In Warrenton, it is a hundred dollars a space per market. They have got the Saturday market and they have got the Wednesday market. So the next thing you know that adds up to about fifty spaces, so...

Mr. Hunt: But it is a year round job.

Ms. Borst: But the market...well our market right now are not year round with the exception of...

Mr. Hunt: No, I meant the market manager.

Ms. Borst: It is a year round job, this is actually the busiest time of year right now, believe it or not, because we are putting the rules together. We are having vendor meetings, we are...you know we have got to figure out where people are going to be put.

Mr. Hunt: So, what is a guess of an annual revenue from a well-run North Stafford farmer's market? Two thousand a week?

Mrs. Clark: Per vendor?

Mr. Adams: For the whole market?

Mr. Hunt: Yes.

Mr. Adams: Bob, let me put it to you this way. Yesterday I had three customers come to the farm and I don't want this on the record, so that is how much I sold to three customers yesterday.

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Mr. Hunt: I am sorry, I was talking about revenue the county would see.

Mr. Adams: Oh, the revenue...oh wow.

Mr. Hunt: I am sorry.

Mrs. Clark: There is a one percent sales tax.

Ms. Borst: Assuming they pay it to your...

Mr. Adams: A good sound...

Mrs. Clark: Well, you pay it to Virginia, but Virginia pays it to you, right?

Mr. Hunt: But if the county was charging you on a per sales basis...a percentage of your sales is what you would....

Mr. Adams: After a good market got up and established there is no reason that on a Saturday market you shouldn't knock down...no I am saying every Saturday market does better than a weekday market.

Mr. Hunt: I am just trying to figure, could you generate...could the county generate enough money to pay the salary of the market manager.

Mr. Adams: In five years I would be disappointed if you did not knock down a hundred K on a Saturday.

Mr. Hunt: Okay, and say if we were charging two percent of that, that is two thousand dollars and you have...I am making numbers up here. Two thousand dollars and...

Mrs. Clark: You have sixteen good weeks...

Mr. Hunt: How many weeks? Sixteen?

Mrs. Clark: ...and sixteen primo weeks.

Mr. Hunt: Right, so sixteen times two is, watch this, thirty-two thousand dollars. It seems to me you could almost build a case that you could break even if you hired a manager and did that.

Ms. Borst: A lot of public markets are not percentage based.

Mr. Adams: Most of them aren't.

Ms. Borst: More private markets are percentage based than public markets. But that does not mean you couldn't. You could do whatever you want to.

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Mr. Hunt: I have been trying to think...I would love to see a nice farmer's market in north Stafford. I have been to the one on 610 and I did not see much that attracted me. Just my wife is a connoisseur and she just...she did not see the dirt on them she did not want to buy them.

Mr. Adams: My experience from the farmer's market is if you want one the earliest you can have one is next year.

Mr. Hunt: Oh, I agree.

Mr. Adams: And you have got to start now, because I have already gone to three meetings to sign up for this coming season.

Mr. Hunt: I don't think we could do it this year. I am just trying to get my head around how would I...

Mr. Adams: Well, I am talking about we would have to start now and be finished by October so we could send out the letters in December or January to invite the people.

Mr. Hunt: Could we build a realistic business case that showed the county that it would be a close to if not a break even proposition to hire a market manager.

Mrs. Clark: I don't know that it would do that in year one...

Mr. Coen: Yes.

Mrs. Clark: ...but I do think in year, I don't know, year three or four you should be able to do it.

Mr. Hunt: I think if you showed the Supervisors that...let's say it could break even in five years, I think they are not...

Ms. Borst: And don't forget the community health aspect of this. You can also make the case that you are supporting the consumption of healthy foods and I would like to suggest that if you go forward with this that you really please consider making, you know including the EBT element into it, the SNAP. Because those are your vulnerable residents.

Mr. Coen: Yes.

Mr. Adams: Social Services is sending out letters to all their customers or...

Mr. Coen: Clients.

Mr. Adams: ...clients that are starting this day to this day you can take your card, come to the train station get these tokens and then go shopping. And I will tell you when you get a program like Elizabeth does with a grant behind it, so it becomes a two to one. You know they take ten dollars off their card, but they get twenty dollars' worth of good, all at once it is one of the cheaper places in town for them to shop as well.

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Mr. Coen: I am sure you understand, I mean, I know roughly from school populations but 610ish depending on what subject you are on, but is there enough of a clientele that would be SNAP-able, that would...I mean I know in south Stafford we have Old Forge which probably would but then it is a question of getting them to where ever it would be. And that is what I am sort of thinking.

Mr. Neuhard: North of 630 should.

Mr. Coen: Okay. Because I am sort of thinking the hospital quite honestly.

Ms. Borst: There is another whole other model is to go right into the low end companies that is if you decide what...how you want to do it. But the one that I just think is so great is the idea of market baskets. You all know what CSAs are, Community Supported Agriculture where you buy into a...basically we could all give Jeff a whole pile of money right now, or Gail and say we want a share of your produce...

Mr. Hunt: There is one in Stafford County now, isn't it?

Mr. Adams: San Ysidro with Mike Green.

Mr. Hunt: Yes, that's the only one is Stafford isn't it?

Ms. Borst: You could do a low income box. So you are prepackaging whatever is in season and you set a price on it. You can use your SNAP card to access it. You could do that on the back of a truck and drive though Old Forge. It does not have to be in a permanent market.

Mr. Hunt: How does a CSA play into this farmer's market.? It is a whole different business market isn't it?

Mrs. Clark: Sometimes people that do CSA also sell at farmer's market and sometimes the farmer's market is their actual distribution center. Not always but...

Mr. Hunt: Yes, I think the San Ysidro is at the Fredericksburg market, by the way.

Ms. Borst: Can I get that name because I don't know.

Mr. Adams: Mike Green, San Ysidro.

Ms. Borst: Can you connect me with him?

Mr. Adams: No. Kathy Baker sends out some of his stuff every now and then. Kathy in here.

Ms. Borst: Okay, I want to add them to our CSA list. We don't have a big CSA list.

Mr. Hunt: That is the only one I know of in Stafford.

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Mr. Adams: There is other things, here again in Manassas what they do, and it is because of walking distance. We get emails from the market manager. You have got a third grade class coming through today so try to have fifty cent and dollar items so the kids can buy them which I never participate in because of what I sell.

Ms. Borst: A leg of lamb.

Mr. Adams: But they do...it is an educational thing for those kids. I mean they have got like ten pictures and they have got to go on a scavenger hunt more or less. Things they have got to find at the farmer's market or whatever.

Mr. Hunt: I am not opposed to it, I hope I am not coming across that way. I have really just got on my businessman's hat today and I am thinking how would the county make money or justify the expenditure of resources. Because I can't see it working very well without a paid manager.

Mr. Adams: Like I say, just using the Prince William numbers, the fact that ninety thousand pounds of fresh produce was donated.

Ms. Borst: We have a gleaning program at our market but it is not nearly as extensive as that.

Mr. Adams: This is also three markets, you know for that ninety thousand.

Mr. Coen: I know Obama, as part of his thing about food, is trying to have certain things done to the food at schools and is that going to impact...would you all...

Ms. Borst: Slowly, mandates are being put in place that requires that school systems buy a percentage of their food locally. I thought about this in a lot of different ways, but I don't see how you do that without some kind of local food hub or some kind of aggregator. I mean small producers are not going to have the capacity and the quality that...not the quality but there are not going to be able to supply a sufficient amount on a one by one basis. If you get seven of them together and you could do that.

Mr. Coen: Yes.

Ms. Borst: So a local food hub is very much kind of a next thing we have to be looking at.

Mrs. Clark: The two issues with food for school are not just the quantity but produce tends to be in season when school is not.

Mr. Coen: Right.

Mrs. Clark: And schools tend to go low bid which if you are selling direct that is not what we are selling. We are not selling low bid food.

Mr. Adams: The third problem is payment.

Mr. Corn: Right.

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Mr. Adams: Most farmers' market business is cash.

Mrs. Clark: Instantaneous.

Mr. Adams: It is instant. Whereas if I supply five hundred pounds of hamburger to Brooke Point High School, I am not waiting forty-five days to get a check. When I walk in and bring them the five hundred pounds, they know they owe me twenty-five hundred dollars. I want the check sitting there waiting and the schools don't work that way.

Mr. Coen: Okay.

Ms. Borst: There are a lot of barriers but I think there is also a lot of incentive for...I mean I have met with produce partners and some of these other big concerns. And you know they are talking the talk and they do have relationships with lots of local farmers, it is just not very transparent to the eater.

Mr. Hunt: The school system has the ability to pay on the spot, fifteen days, thirty days and forty-five days.

Mr. Coen: Right.

Mr. Hunt: You just have to ask them.

Mr. Coen: Yes.

Mr. Hunt: You have to know how to ask them.

Ms. Borst: And you guys are famous. Stafford County is famous nationwide for having vegan/vegetarian options on their menu. I think that is novel. You did not know that?

Mr. Coen: Only for our school but I wouldn't eat vegan.

Mrs. Clark: How many producers are out there that would be willing to pick up another market, a Tuesday market or something?

Ms. Borst: I feel like I know a number that would be. I mean, they love to see Spotsylvania get our act together and do this. But again I wear my regional hat. I don't care if it is Spotsy or where it is as long as we can keep...you know if we can keep our local food local we have accomplished something.

Mrs. Clark: Because I am not sure exactly how many producers there are in Stafford? I mean, as far as Stafford vendors that come to your markets it is probably Jeff and C and T. Anybody else? Is anybody coming with honey or anything? No, I didn't think so. We don't have a huge number of large scale vendors, I mean growers in Stafford. But if we had the market there are some people that might pick up on it.

Mr. Adams: If you had a market, it would take one phone call and I could have you eight produce vendors out of Westmoreland here tomorrow.

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Ms. Borst: Exactly. And they are the ones we both know.

Mrs. Clark: Do the pear folks, the Asian pear folks, do they sell at any markets?

Ms. Borst: Not that I know of.

Mrs. Clark: They are selling wholesale.

Ms. Borst: And you all know who are in this field. I mean you guys...growers/producers come up with all sorts of creative ways to do it and everybody has their own different sets of distribution points that they use and different marketing strategy. I mean, farmer's markets are just luck but they are a very visible direct market so it is a really good place to start some of these programs, not the end, not the be all end all but it definitely becomes a real community focal point where it is lot harder for individual farm stands and all these other distribution points to gain that kind of recognition in the short term.

Mr. Adams: One of the things I talk about in my presentation - the farmers are not going to start a farmer's markets. It is kind of like the old Kevin Costner movie, build it and they will come.

Mr. Coen: Yes.

Mr. Adams: But they are not going to build it.

Mr. Coen: Okay.

Ms. Borst: But, you know, consider private too. Going through the county has real benefits obviously but I am utilizing every possible communication channel that our county has to offer and some they have not even thought of, but you know private markets can be very, very successful too and they are not as hampered by some of the rules.

Mr. Adams: And there are people there with the knowledge to get things done. I know one guy that is a vendor at the farmer's market. His son has won a Nobel Prize for medicine and of course he has a PhD in geology. Another girl that sells at the farmer's market has got a sister that is a Fulbright scholar. The other day at the farmer's market there were eight of us there. Four Masters' degrees, three Bachelor's degrees and the other guy didn't participate in the conversation. So the skills and knowledge are there.

Ms. Borst: I brought y'all bumper stickers if you would like.

Mr. Adams: Jenny wants more. We have run out at the house. Maybe you could bring some Wednesday.

Mr. Coen: Cool, okay. Anyone else have anything for Elizabeth?

Ms. Borst: Buy Fresh Buy Local guide, Gail are you still well stocked?

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Mrs. Clark: If this is...I could take a few more.

Mr. Adams: I don't need the guide Elizabeth, but could you bring me some more bumper stickers?

Ms. Borst: I will, we are going to have to print more actually.

Mr. Coen: That is always a good time.

Ms. Borst: Thank y'all so much. I really appreciate this. I mean, it is great...

Mr. Coen: I do know after you were here last time I contacted Andre Nugaret of the schools. And he had no problem with doing it at the school. You know if there was a school event that would take precedent, but even a weekday or weeknight thing they had no problem with doing it. So there is always that option as a location.

Ms. Borst: And you know schools can be an incredible site to do things. We have been talking about food incubation type opportunities. You know all the schools have kitchens and they are all vacant all summer long. That is when you do have more produce than you know what to do with and you can freeze it and you can can it and you can do that stuff.

Mr. Adams: Can you imagine if you open up the high schools and turned it into a cannery.

Ms. Borst: Can you imagine. One other thing you might think about, and I would be happy to participate in this, we had our local food discussion down at Spotsylvania. I think it was a great successful first start to get community dialogue going. You know if you are thinking about a market next year it would be a great time to put something like that out there and just see who comes.

Mrs. Clark: Has Shannon Howell talked to you?

Ms. Borst: No. I never connected, I couldn't find a contact number for her.

Mrs. Clark: Mike has she talked to you guys anymore?

Mr. Neuhard: Not this year.

Mrs. Clark: Okay, maybe that...because I tried to get her.

Mr. Coen: Oh yes, I remember.

Mr. Adams: I even tried to follow up with her two months ago.

Mr. Coen: Okay.

Ms. Borst: Let me know what else I can do. But I am thrilled that you guys are so enthused. It is wonderful.

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Mr. Coen: Cool, okay.

Ms. Borst: I have, I did.

Mrs. Clark: You did?

Ms. Borst: It is done. Yes.

Mr. Coen: Thank you very much.

Ms. Borst: Thank you all.

Mr. Coen: Okay.

Mr. Adams: Nine o'clock at Pier One, right?

Ms. Borst: Right, on the side by the access road.

Mr. Coen: Alright, moving on to unfinished business. We move to our PDR ordinance final draft.

Mr. Neuhard: Did we send you all any of these?

Mr. McClevey: Well, I guess you pull markets...

Mr. Neuhard: Markets.

Mr. Coen: Okay.

Mr. McClevey: Just real quick.

Mr. Adams: That is the same thing that was in the email right?

Mr. Neuhard: Yes. It should be.

Mr. McClevey: Some of the background of what they are doing is kind of sad that the office of Economic Development tends to take the lead in doing ordinances and that kind of stuff for these markets or whatever. We have an Economic Development Authority that is a committee of the Board.

Mr. Neuhard: Well, you have an authority but you also have an Economic Development person here in the county.

Mrs. Clark: Paid.

Mr. Neuhard: It is called a department, but it is three people in it.

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Mr. Coen: Yes.

Mr. McClevey: I am just curious if they would have more authority to do an ordinance on the markets than us.

Mr. Neuhard: Well, you know last year when Mrs. Howell came to us, we did a lot of research on this. You know there are zoning issues that have come out of this there are the ordinance and rules issues that come out of it and a number of other considerations. And so we have right here in Administration copies of the surrounding jurisdictions ordinances regarding this and we have a...we have done some research that would allow for her to operate on our parklands, for example, if she came through permits, just like any other organization or group could. So if you wanted to go forth with ordinances, we would have to decide which group would kind of take the lead on putting that ordinance together and moving forward. And there would need to be some recommendations out of this group to go forward to the Board because as Mr. Hunt has said...and you know what is going to be the business case, how we are going to run it.

Mr. Coen: Yes.

Mr. Neuhard: Is this going to be a government or is this to facilitate private incubation of these kinds of markets. So you have some choices, and what I might suggest is that perhaps we can bring some of the research to you to see is this what you are thinking about. Maybe we can send some information out to you regarding the surrounding ordinances and their policies to give you an idea of what it might look like. And then you would need to kind of decide which perspective do we take.

Mr. Adams: Now, wouldn't that legalese be the same private verses something the county department would take up?

Mr. Neuhard: Well, I think there are a couple...the differences would be if you were putting...if you were trying to incubate private entities coming in. The way in which the rules would be written would be different than if the county were doing it itself. There may be similarities in the rules, but when you are regulating someone else verses putting regulations in that you are going to employ as the manager and coordinator of the site it is going to be a little bit different in some places. And the orientation will be different.

Mr. Coen: Okay. And we had tentatively talked about scheduling a date to bring up farmer's market, the ordinances and the rules and what not. And we will get to that when we start planning the next meetings and whatnot. Last year, I think it was last year, Art Hart mentioned that he was trying to do an elderly...a community garden down at the senior...

Mr. Neuhard: Down at Rowser.

Mrs. Clark: Oh, yes.

Mr. Coen: Yes, down at Rowser. Do you know if he is going to keep doing that or how successful was or was not?

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Mr. Neuhard: They did it last year but I do not know what they are going to do.

Mr. Coen: Okay. Does anybody have contact with Art?

Mrs. Clark: I am on his email list.

Mr. Coen: If you would just see how well or check with Rowser. Did they do it? Was it successful? Are they going to do it again?

Mrs. Clark: He did it two years ago. Did they actually do it last year?

Mr. Coen: That's right because me and Mike were on the committee.

Mr. Neuhard: You are forcing me to think hard now, aren't you?

Mrs. Clark: I can't remember. I know he had some issues all summer long. I know that two years ago he was able not only to do at least a small demonstration garden at Rowser but he also got several private homes, you know, houses and stuff. There were some issues, you know the people started and did not finish the gardens and all that kind of stuff but I am not sure that he actually went forward with it last year.

Mr. Coen: Okay.

Mr. Neuhard: I know I have not heard anything this year.

Mr. Coen: Okay, I am just kind of curious.

Mrs. Clark: I can email him.

Mr. Coen: It just popped in my head when we mentioned his name that he had done this and if it is something that we are doing it would be nice just to sort of promote it or mention it or whatever. And if it has died on the vine just sort of...

Mrs. Clark: He may have moved on.

Mr. Coen: Yes.

Mrs. Clark: He had a lot of...

Mr. Coen: Or re-tilled it...tilled the soil. Sorry Marty did you have something?

Mr. McClevey: No. I was going to bring this up later but I will just keep digging.

**4. Unfinished Business**

- **PDR Ordinance - Final Draft**

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Mr. Coen: Alright, PDR.

Mr. Neuhard: I have handed out a copy and I understand that y'all had some in your email. This is a clean copy of the final draft. There were just so many mark ups on it that we didn't give you a copy with all...because it started to be very confusing. As you remember we originally went back and looked at the ordinance at the beginning and then we got into the matrix for the evaluation. Now they have both been combined. I have taken another look at it today, just in general to make sure that a lot of changes that we needed to make as a result of decisions made by the Board over time and what we had talked about are in here. Probably once we get your conceptual buy-off on this we will make sure the attorney's see it one more time and there are some clean-up things. But we want to make sure. I know Mr. McClevey, you had some, I saw some email traffic and I did not get a chance to look at it but there may be if there something that we need to look through...

Mr. McClevey: No, Kathy cleared it up.

Mr. Neuhard: Okay. Alright, but if this is where we all believe we are at then we are ready to do the cl-up and move it to the Board at the earliest possible time.

Mr. Hunt: I would say we should, I would move that we move this to the Board.

Mr. Coen: Okay, we have a motion to move it to the Board. Is there a second? Even if it is just for discussion purposes.

Mr. Adams: I will go ahead and second.

Mr. Coen: Alright, any discussion on this draft? Hearing, seeing and smelling none, all those in favor of moving it...having this go to the Board of Supervisors say aye.

Mr. Adams: Aye.

Mr. Hunt: Aye.

Mr. McClevey: Aye.

Mrs. Clark: Aye.

Mr. Coen: Aye. All opposed? Okay it has been moved.

Mr. Neuhard: Thank you.

Mr. Coen: And I would gather that when it does go you would want somebody to speak?

Mr. Neuhard: What we will do...we will talk to the Chairman and see what the general sense of the Board is. It will have to go to a public hearing. So the first time forward it will probably just go on consent to be moved to public hearing.

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Mr. Coen: Cool, okay.

Mr. Neuhard: And then for the public hearing we can talk about how we can present that. And it might be effective to have the Chairman of the Committee, or a designee, do a short presentation on it.

Mr. Coen: Okay, you can just let Gail know.

Mr. Adams: We knew this had to happen sometime.

Mrs. Clark: When did you abdicate?

Mr. Coen: I abdicated.

Mr. Adams: Maybe sometime in April?

Mr. Neuhard: Yes, I think that would be the earliest. The budget is at the top of the realm right now followed by a number of other land use related issues and so we will have to talk to the Chairman about what the timing will be. But the earliest would probably be April and it could be May.

Mr. Adams: Okay.

Mr. Coen: Cool. Alright, that was easy enough. Any new business before we go into the calendar to set stuff.

Mrs. Clark: Just sort of an FYI, National Agriculture Week is March 13<sup>th</sup> through 19<sup>th</sup> and just thought you ought to know. The Ag in the classroom is promoting an Ag literacy project and at least a couple of people will be going into elementary classes and reading a cute little book called Ready, Set, Grow about Virginia agriculture.

Mr. Hunt: Really.

Mr. Adams: Yes, they are five dollars apiece, Marty, and they are asking the readers to buy your book and you know in the end contact, when I was listening to it the other night they had something on TV about it, kindergarten through second grade is kind of the target audience that they are looking for in elementary school.

Mr. Coen: Is there anything in particular passed out about what National Ag Week is promoting?

Mrs. Clark: I am not sure.

Mr. Coen: Okay. Because it just dawned on me that might be a nice timeframe if we could get it written in time to do something to see if we can get it in the Free Lance-Star as an editorial or op-ed just to state this in National Ag Week, this is what Stafford County is trying to promote agriculture by buy local buy fresh, by this and by that.

Mr. McClevey: I make a motion that the Co-Chair take on that opportunity.

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Mr. Coen: I will feel that out and if we feel okay with it, but it might be a nice way to sort of get some publicity in general.

Mr. Adams: If you just contact the paper they might actually come to a classroom when somebody is reading and do a story on it that way too.

Mrs. Clark: We are...Stafford County Farm Bureau is giving a book barn and several hundred dollars' worth of agricultural books to Ferry Farm. So we are going to be trying to get some media there and I will do some reading.

Mr. Coen: Okay. I will contact Jeff Branson and let him know. And then the Zoom likes elementary school stuff.

Mrs. Clark: They do. Shannon has been good to agriculture.

Mr. Coen: They are sort of ignoring high school for elementary, so I can get in touch with Jeff in the Zoom if we want. And just sort of put them in touch with you if you want.

Mrs. Clark: Okay.

Mr. Neuhard: Mr. Chairman, may we pause a moment to change the batteries?

Mr. Coen: Yes.

Mrs. Stinnette: Okay.

Mr. Coen: Okay.

Mrs. Stinnette: Thank you.

## **5. Next Meeting**

- **March 28, 2011 Regular Meeting**

Mr. Coen: Alright, so the next topic is...

Mr. Hunt: We had talked about having someone come in March and talk about the Ches Bay rule.

Mr. Coen: Yep, that is what I was going to the schedule. Very good.

Mr. Hunt: I talked to a couple of people. There is not much set yet on that at all. That is still just floating around. Everyone that I talked to that could come and talk to us really thinks that it is on biased to defend. I don't know whether it is...the best speaker I have right now is the guy who is the head of Friends of the Rappahannock, but he comes with his own sense about that. I don't know; do we want to try to do that, for me to continue to try to dig something or wait a little longer? I thought something would come out of the State on this but nothing has come out at all.

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Mr. Coen: What about the feds, Marty? Because I keep hearing news clips about what is going on the hill about....

Mr. Adams: Well, they have to come out with something because American Farm Bureau is suing them to keep from implementing whatever they have got out.

Mr. Coen: Yes.

Mr. Hunt: They have not implemented anything yet.

Mr. McClevey: Virginia Co-operative Extension in Prince William County said they were waiting on the information themselves.

Mr. Hunt: But what you just said is exactly what the problem is. There were some proposals put forward that have never been ratified by anybody and the Farm Bureau said we are suing. And so the proposals...nothing has been ratified. There is nothing out there except a lot of talk right now. You know, I just think we are going to wake up one day and Stafford County is going to say what do we do? I can get a speaker but I am not sure I will be bringing you anything but a fairly biased...I don't mean it in a bad sense, I just don't have a good...

Mr. Coen: Preconceived conception.

Mr. Hunt: Preconceived is better.

Mr. Coen: Is there anybody that you can think of?

Mr. Neuhard: Staff is serving on a number of committees and groups and we get, I just got another one from DEQ about the tributaries in the northern region and we are putting reps on, but everybody is still waiting. They are still waiting to find out what the final rules are going to be.

Mr. Hunt: Like the tax on nitrogen based fertilizer, that is just talk. There is nothing there. Requiring fencing out of streams that is just talk there is nothing there. That is what the Farm Bureau is upset about. How much it could cost but nothing is set yet. I wonder if maybe Kathy or someone would like to come and just kind of give us a dump on what the options are and...

Mr. Neuhard: We can certainly do that. We have, like I say we have a number of folks that can look at it from different points of view.

Mr. Hunt: Yes, but my concern is I can get a Farm Bureau speaker to come in here and he is going to tell you they are going to tax the fertilizer, they are going to make me put fences up and how bad that is. And it is, but that is not the law and you get someone else that is going to come in here he is going to tell you reducing nitrogen parts per million and all that and that is not the law. Nobody quite knows in clear. What they know is that the State has a requirement to reduce the amount of phosphorus...not phosphorus nitrogen and sedimentation going into the watershed. That is it.

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Mrs. Clark: Well, did the General Assembly pass the law about not selling the phosphorus fertilizers in the Northern Virginia area like the home centers and stuff like that?

Mr. Hunt: No.

Mrs. Clark: Oh, that did not pass either.

Mr. Hunt: Not to my knowledge, that was all talk. None of that came through. I don't even know if that was ever actually a bill.

Mrs. Clark: It was. I know it had a number.

Mr. Hunt: I didn't remember seeing that even though it was an action.

Mr. Coen: Mike, if you could check on and see what the scoop is on the Federal level too.

Mr. Neuhard: I think our folks will probably be able to say here is what is being discussed because there are different categories and what we might expect and where that is.

Mr. Hunt: I think that would be more useful than me bringing in a speaker that would come in with a preconceived solution.

Mr. Coen: Okay. March we had for something about the Ches Bay and then development. Sort of like an update about where development was in the county, what the scoop is.

Mr. Neuhard: What the activity level was.

Mr. Coen: The activity level. Anything that is going on with the comp plan as far as environmental, all that stuff. Just sort of this is a...

Mrs. Clark: Farmland being scooped up by China.

Mr. Coen: Yes.

Mrs. Clark: You agree?

Mr. Coen: Yes. I have not had a chance to talk to my second Board of Supervisor, the member that I serve unofficially. April is...our meeting would be the day after Easter, it would be Easter Monday. That would be the 25th. And we had tentatively discussed something about farmer's markets then but I don't know whether we want to take a spring break and just come back in May and talk about the farmer's market. Do you envision anything pressing other than worrying about some type of public hearing or what not but I would not need the whole...all of us discussing anything about that. So it is up to the committee, it would be Victoria...May 23rd which is good, that would be the week before Memorial Day. So I am throwing that out there so people can be aware, not that it really makes...

Mrs. Clark: So you are proposing...

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Mr. Coen: I am not making any proposals. I am just throwing out there that...making you aware that April 25th is the day after Easter and so I don't know whether we want to meet on the 25th or we want to wait and meet in May, at the end of May.

Mr. Neuhard: When is the school spring break?

Mr. Coen: The...that week, the week of the 25th. So that would be spring break week. I suggested that we meet during the day but I got a little flack.

Mr. McClevey: I think we should adjourn to Jeff's house and butcher chickens.

Mr. Coen: No, I don't...

Mr. Adams: I don't start until the first Monday...

Mrs. Clark: If that's the case, adjourn to Gail's house and plant tomatoes.

Mr. Coen: I don't do that either. So is there a feeling about whether people would like to skip April and just go to May.

Mrs. Clark: We don't have anything...

Mr. Coen: Pressing, do we?

Mrs. Clark: ...pressing, do we?

Mr. Coen: I don't believe we have anything sprouting. Get it?

Mr. Adams: North Stafford High School got calls after Easter break because they always have their plant sale the first...they start it the first Monday in May and because of where Easter fell it is now the week after instead of the week before and stuff. The kids are on spring break and because I go to the FFA meetings we are talking about coming in that Friday of spring break. We've got things set up so they can have all the plants displayed and what not and that would be...you know if you want to plant a couple of tomato plants or pepper plants or something like that, go support those kids.

Mr. Coen: Good idea, we should support our kids. Okay, so March we are doing Ches Bay and development. April take off for other agricultural activities on our own. And then again May, we meet again May 23rd . Is that the feel? Okay. Any other business? Seeing none do I have a motion to adjourn?

Mrs. Clark: So moved.

Mr. Coen: Second?

Mr. Hunt: Second.

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Mr. Coen: Second, okay. All those in favor of adjourning say aye.

Mr. Adams: Aye.

Mr. Hunt: Aye.

Mr. McClevey: Aye.

Mrs. Clark: Aye.

Mr. Coen: Aye. Thank you very much.

**7. Adjournment**

With no further business to discuss, the meeting was adjourned at 8:20 p.m.