

AGRICULTURAL PRESERVATION WORK GROUP MEETING MINUTES

May 14, 2008

1. **Attendance:** Thomas Dernoga, William Moore, Torben Agesen, Richard Krueger, Charles Renninger, Debra Naylor, Boyd Campbell, Stephanie DeVille-Eugene, Daniel Filippelli

2. **Meeting Agenda:**

I. **Approval of Minutes (April 30th)**

Minutes approved.

II. **Discussion**

- **National Harbor's "American Market"**

Representatives of National Harbor's "American Market" were present to provide an overview of the market and respond to questions. The attendees included: Andre Gingles, Esq.; Rocell Viniard, Director of Marketing; Dawn Banket, Director of Events and Sponsorship; and Vikki Herald, Manager of American Market.

The market which will operate on Saturdays from Memorial Day through mid-October will include the sale of produce, crafts, flowers, prepared foods, baked goods, fashion accessories, specialty foods, wine, gifts for the home, and more. Ms. Viniard explained that vendors must have a business or trade license, and a business must be registered with the State. She also noted the State requirement of having insurance for prepared food sales. To start, there are 30-40 potential vendors that have been considered or met the requirements, and the goal is to have 60 operating at the market.

Ms. Herald commented on the outreach efforts she has made to local farmers and the willingness to help those who are not familiar with or find it to be a difficult process in obtaining and completing the necessary forms for required licenses and permits. She noted her work and contact with So Maryland, So Good in these efforts.

The representatives were familiar with the County discussion of hiring an Agricultural Marketer and indicated that once selected, this individual would be welcome as a member of the selection committee for vendors which will also be helpful in the outreach to local farmers.

Boyd Campbell expressed the importance of the American Market being farmer friendly and voiced his excitement of this type of venue in Prince George's County based on his visits to Eastern Market in the District of Columbia where goods such as books and tomatoes are sold.

William Moore suggested that the market representatives contact the Maryland Extension Service and the Prince George's Soil Conservation District as additional outreach.

In response to Charles Renninger's inquiry regarding marketing/outreach to make people aware of the American Market, Ms. Viniard commented that they have delivered e-postcards, as well as 20,000 postcards through the U.S. Mail using a vendor database, and advertised on the National Harbor website and radio.

Debra Naylor commented that this is a good opportunity, but it is important to have a good jump start for the local farmer. Ms. Naylor added that so often she has visited local restaurants and grocery stores and markets, where there is a display of verbage indicating that they have purchased or are selling products from local farms so that it would be to the benefit of the American Market to also display similar verbage at their venue.

- **TDRs – *Draft Legislation***

Chair Dernoga informed the members that the meeting between Council Chair Dean and the building industry for the purpose of discussing the draft legislation had not occurred to date and was still in the process of being scheduled.

Hamer Campbell representing the Maryland-National Capital Building Industry Association commented that they are working with the Chairman's office to schedule the meeting to also include Vice-Chairperson Bland, PZED Committee Chair Exum, and Council Member Dernoga. Mr. Campbell commented that there is a workgroup of the Association which is still working on comments on the legislation and they are not in a position to support the draft at this time. Mr. Campbell noted the industry's concern with the grandfathering and fee-in-lieu provisions indicating that the draft is anti-smart growth given that there are disincentives for areas where the County wants to see growth. He also noted concern with the available land and capacity of the receiving area necessary to ensure the market for TDRs. Mr. Campbell will forward the Association's additional comments to Chair Dernoga as soon as they are completed.

Boyd Campbell responded that the County would not want to get boxed into a program that doesn't work, and the work group should firm up these numbers concerning available land so that everyone knows what they are working with and can understand the intentions for this program.

Gary Rubino addressed the work group as a landowner in the Rural Tier and explained some of his comments which were submitted to Chair Dernoga and distributed to the members. Mr. Rubino commented that he believes there are additional opportunities to create developer incentives in the legislation such as trade-offs in buffers and adequate public facilities fees.

4. **Next Meeting:** May 28, 2008 at 3:00 p.m.
5. **Adjourn:** The meeting was adjourned at 5:05 p.m.

