

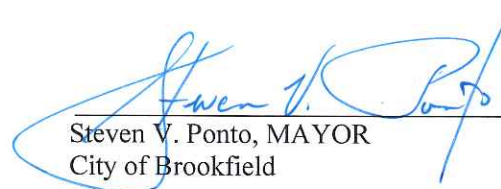
Proclamation

- WHEREAS, the concept of a farmers' market had been an element of the City of Brookfield Master Plan and a group of volunteers obtained the necessary approvals and permits in 1990 to initiate the market; and
- WHEREAS, the Brookfield Farmers' Market opened June 8, 1991 and was founded to be a community gathering place and to foster the sale of Wisconsin grown farm products and locally produced items where patrons would have opportunities to buy directly from the farmer; and
- WHEREAS, the Brookfield Farmers' Market has flourished in various locations in the Civic Center campus over the years and now utilizes the Civic Plaza and adjacent parking area which was created in 1998 to function as a community events area; and
- WHEREAS, Bobbi Harvey was among the first volunteer managers and subsequently became the sole Market Manager and has served in that capacity since 1992, becoming a Certified Market Manager in 2015; and
- WHEREAS, under Bobbi's management, the Brookfield Farmers' Market has grown from 6 to 61 vendors with a waiting list for new vendors who want to participate and was expanded in 2006 to include a Market & More feature as an arts and crafts event held on the third Saturday of each month; and in 2013 the SNAP/Foodshare program was implemented to make fresh produce more affordable; and
- WHEREAS, community resources regularly attend the market to educate patrons on the benefits of healthy eating and farmers give preparation suggestions for produce they harvest and bring to market; and
- WHEREAS, the Brookfield Farmers' Market routinely attracts up to 4,000 patrons and regularly partners with community groups to feature and promote special events and happenings in the community;

NOW, THEREFORE, I, Steven V. Ponto, Mayor of the City of Brookfield, call upon the community to celebrate the 25th Anniversary of the Brookfield Farmers' Market and recognize the important contribution that the Brookfield Farmers' Market makes to the quality of life for our residents..



Signed and sealed this 25th day of
July, in the year Two Thousand and Fifteen.


Steven V. Ponto, MAYOR
City of Brookfield