

**Park Board
Agenda Item 8.A
Meeting of January 7, 2026**



Title: Information items

Strategic Plan Goal: N/A
Action Requested: Informational
Form of Action: Other

Summary Statement

The following are information items to be shared by staff.

Farmers Market Season Summary

The 2025 Minnetonka Farmers Market was held at a new location, The Marsh, and experienced increased weekly attendance from the 2024 season, which was held at Ridgedale Commons. Average attendance was approximately 711 visitors at each market, up from 556 last year. There were no weather cancellations throughout the season, but air quality alerts and high temperatures likely affected attendance on some dates.

Top 3 Attendance Days: 7/1, 8/5, 6/10

Year	Attendance	Weekly Average	Best Day
2025	12,808	711/market (18 markets)	918 attended 7/1/25
2024	9,447	556/market (17 markets)	775 attended 7/16/24
2023	11,077	738/market (15 markets)	925 attended 7/18/23
2022	11,581	724/market (16 markets)	1091 attended 8/23/22
2021	11,541	721/market (16 markets)	800 attended 7/20/21
2020	11,107	653/market (17 markets)	1,005 attended 8/4/20
2019	7,728	483/market (16 markets)	705 attended 7/30/19
2018	7,215	481/market (15 markets)	724 attended 7/17/18

Vendors:

- Each market had an average of 35 vendors. Community organizations were invited to participate on four market dates, the third Tuesday of each month.
- 63 vendors and 13 community organizations participated in the 2025 farmers market season.
 - 30 new vendors and 33 returning vendors

Product Overview:

- Farm Produce - a variety of seasonal fruits, vegetables, microgreens, herbs and cut flowers
- Proteins – organic beef, pork, chicken, lamb, goat, duck, rabbit and goose
- Eggs – chicken, duck & quail

- Value-added/Pantry – honey, maple syrup, salsa, hot sauce, BBQ & other sauces, mixing syrups, fresh juices, coffee beans, pickled & canned goods, jams, jellies, hummus, tea
- Baked Goods and Confections – cookies, variety of breads, pretzels, caramels, scones, cakes, pies
- Ready to eat – Pad Thai, fried rice, egg rolls, dumplings, tea, juice, coffee, kettle corn, Dole whip soft serve
- Other – dog treats, soaps & botanical self-care products, candles, greeting cards & art, pottery, home décor, other crafts

Power of Produce Club:

- Program was for children ages 4-17. Each PoP Club participant received a \$2 produce coupon every time they checked in.
- 592 youth participated in the program throughout the season, down from 667 in 2024.

Challenges:

With The Marsh being a new site, one challenge was not knowing what to expect - how the space would work, how the change would be accepted by the vendors and customers, etc. Construction along Minnetonka Boulevard affected traffic flow and accessibility throughout the season.

Plans for 2026 season:

Move market stalls to the north side of the parking lot, increase parking accessibility and incorporate community organizations weekly.

Winter Market:

The winter market was held, on Saturday, December 13 from 10 a.m.-2 p.m. Attendance was up from approximately 500 last year to 547 this year. There were 34 vendors, 3 community groups and live music. Comments were positive from both vendors and attendees.

Glen Lake Park

Park planning is underway for Glen Lake Park. The Minnetonka Matters page is live and surveys are available for both the general park redesign and a survey specific to the skate park. Staff hosted a pop-up open house event on December 16th at Unmapped Brewing and gathered feedback from representatives of various community organizations that use the park and the Glen Lake Activity Center. City staff are working to coordinate alternative community space reservations for those organizations that will be affected by the removal of the activity center building. Additional open houses and outreach events are being scheduled for January. Conceptual parks plans will be made available for the park board and community to review later this winter.

Recommended Action

None.