

City of Bloomington Common Council

Legislative Packet

22 May 2013

Special Session

All relevant legislation and background material contained herein.

Office of the Common Council
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**City of
Bloomington
Indiana**



City Hall
401 N. Morton St.
Post Office Box 100
Bloomington, Indiana 47402

Office of the Common Council
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To: Council Members
From: Council Office
Re: Weekly Packet Memo
Date: 17 May 2013

Packet-Related Material

Memo
Agenda
Calendar

Notices: Notice of Special Session on 22 May 2013

Notices of Cancellation: Internal Work Session on 20 May and
Committee of the Whole on 22 May 2013.

Legislation and Background Material for First Reading: *None*

Legislation for Second Reading and Resolutions:

Res 13-09: Supporting Bloomington's Designation as a *Fair Trade Town* and
Endorsing a Sustainable Purchasing Policy Regarding the Procurement of Food,
Beverages and Catering Services

*Supporting Material: Memo from Councilmember Sturbaum; Letter of support from
the Bloomington Commission on Sustainability; additional links included in summary
below.*

Contact: Councilmember Sturbaum at 349-3409 or sturbauc@bloomington.in.gov

Minutes from Regular Session: *None*

Memo

Special Session on Wednesday, 22 May 2013

**No items for first reading
One resolution for consideration**

At last week's meeting, the Council cancelled the Committee of the Whole scheduled for 22 May and replaced it with a Special Session. The only item scheduled for the Special Session is a resolution. The resolution supports the designation of Bloomington as a *Fair Trade Town* and endorses a sustainable purchasing policy for the purchase of food and beverages. The Council is scheduled to hear this resolution in one night, not over the course of two meetings. All relevant material is contained and summarized in this packet.

Res 13-09 - Supporting Bloomington's Designation as a "Fair Trade Town" and Endorsing a Sustainable Purchasing Policy Regarding the Procurement of Food, Beverages and Catering Services

Res 13-09: is sponsored by Councilmember Sturbaum in cooperation with *Fair Trade Bloomington* and with input from the City's Sustainability Coordinator. The resolution does three things, it: 1) supports Bloomington's designation as a *Fair Trade Town*, it; 2) locates the purchase of Fair Trade products within a broader sustainable purchasing context and states that the City should strive to purchase one or more of these sustainable products when such products meet a list of quality, availability, price comparability tests; and 3) encourages members of the Bloomington community to buy, use and sell Fair Trade and responsibly-sourced products when possible.

Fair Trade Products

Fair Trade is an organized social movement and a market-based approach that aims to help producers in the developing world realize better trading conditions and more sustainable production practices. Many producers in these countries work under very bad conditions for small wages and small farmers are vulnerable to volatile market pricing and often receive prices that are less than the cost of production, forcing them into a cycle of poverty and debt. As explained in the memo from Councilmember Sturbaum, the purchase of Fair Trade products:

- Creates opportunities for economically disadvantaged artisans and producers
- Sets a fair price by artisans and producers
- Uses cash advances to secure supplies with prompt final payment

- Builds long-term relationships with producers that create economic opportunity
- Promotes gender equity
- Ensures safe and healthy working conditions
- Promotes responsible environmental practices

The Fair Trade movement focuses, in particular, on exports from developing countries to developed countries, most notably: handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, chocolate, flowers and gold.

As spelled out in the resolution and the Memo from Councilmember Sturbaum, fair trade comports with principles that the City has a long history of supporting: wage equity, workers' rights and environmental stewardship.

Fair Trade Towns

[Fair Trade Bloomington](http://www.fairtradebloomington.org) is a local not-for-profit that has been working since 2005 to build awareness of the Fair Trade movement and Fair Trade products. The group was incorporated in 2007. The mission of *Fair Trade Bloomington* is to educate the community as well as increase the availability of fair trade products. Its current activities include: consumer education through lectures, presentations, and programs; collaboration with IU students through service-learning activities; partnership with Students In Free Enterprise (SIFE) at Indiana University; increasing fair trade sales efforts of local retailers; bringing new fair trade products to Bloomington; and supporting Bloomington becoming a *Fair Trade Town* (Fair Trade Bloomington webpage, accessed 16 May 2013, <http://www.fairtradebloomington.org>).

Fair Trade Town is a designation granted by [Fair Trade Towns USA](http://www.fairtradetowns.org). Becoming a *Fair Trade Town* involves five steps:

1. Building a Fair Trade steering committee.
2. Securing support from retailers to carry Fair Trade Products.

For towns of 10,000-200,000 residents, there should be at least one store that carries two or more Fair Trade product lines for every 5,000 residents; in Bloomington's case, that equals 16 stores. Currently 24 local vendors carry Fair Trade products: Angles Cafe at IU Art Museum, Bloomingfoods, Bloomington Bagel Company, B-Town Beans Coffee, Commons Cafe at Wells Library, Feast Food Works for MiddleWay House, Kroger, Marsh, O'Malia's, Pourhouse Cafe, Revolution Bike and Bean, Roots on the Square, Runcible Spoon, Sahara Mart, Sam's Club, Soma Coffeehouse & Juice Bar, Bloomington Area Birth Services, Bloomington Clothing Company, Friends of Art Bookshop, Global Gifts: A 100% Fair Trade Store, Mathers Museum Store, Goods for Cooks, and Yarns Unlimited

3. Securing support from community groups.

At present, 17 local organizations have expressed their support for Fair Trade products: Congregation Beth Shalom, Bloomington Chamber of Commerce, Boxcar Books and Community Center, Downtown Bloomington Inc., First Presbyterian Church, First United Methodist Church, Harmony School, Monroe County Building Association, Monroe County History Center, Royale Hair Parlor, Sherwood Oaks Christian Church, St. Paul Catholic Center, St. Thomas Lutheran Church, Student Sustainability Council, Indiana University, Enactus, Indiana University Bloomington, Unitarian Universalist Church of Bloomington, and Visit Bloomington

4. Gaining media recognition.

5. Obtaining support from local government.

Fair Trade Bloomington has completed the first four steps and now seeks Council approval to complete the last step in becoming a *Fair Trade Town*. Upon completion of the five criteria, the local campaign will submit documentation to *Fair Trade Towns USA* steering committee to be recognized as an official *Fair Trade Town*.

Fair Trade Town Designation

Becoming a *Fair Trade Town* garners national recognition and increases both an awareness of the issue and the availability of Fair Trade products. If Bloomington becomes a *Fair Trade Town*, it would be the first city or town in Indiana to achieve this designation.

Over 600 communities throughout the world and over 30 cities in the US have achieved *Fair Trade Town* status. Some of the US *Fair Trade Towns* include: Boston, MA; Chicago, IL; Chapel Hill, NC; Madison, WI; Chico, CA; Princeton, NJ and Bluffton, OH. Many communities are actively working to secure *Fair Trade Town* status including, Atlanta, GA; Lexington, KY, Austin, TX; Houston, TX; St. Louis, MO; Seattle, WA; Dayton, OH and Cincinnati, OH. More on *Fair Trade Towns* can be found in the *Fair Trade Towns USA* [FAQs](#). Note that members of the IU community are currently working to have IU designated a *Fair Trade University*.

Fair Trade v. Local

When it comes to Fair Trade, many ask if Fair Trade competes with the priority to buy local. Most of the Fair Trade Certified products like coffee, tea, cocoa and bananas are not produced in the US and do not represent competition with local

farmers who grow different crops. In fact, *Fair Trade Bloomington* has been working with *Local First!* in promoting the concept of buying local and buying fair.

Fair Trade – The Sustainability Context

In November 2011, the City adopted a [Sustainable Purchasing Policy](#). This policy was developed in interest of securing LEED® for Existing Building: Operations and Maintenance. The policy applies to ongoing consumables, durable goods, building materials used in facility alterations and additions, mercury-containing lamps and indoor plumbing. However, food and beverages are not included within this policy's scope.

At the suggestion of the City's Sustainability Coordinator, Jacqui Bauer, this resolution includes the goal of incorporating not only Fair Trade products when making municipal purchases, but also incorporating products that are locally-produced, organic, of recycled content/reduced packaging, composed of rapidly renewable material, and/or Forest Stewardship Council® certified. This list is intended to provide a menu that City could use in making food and beverage purchases.

Effect of the Resolution

Res 13-09 provides Fair Trade Bloomington with the support they need to move forward with *Fair Trade Town* status and contextualizes Fair Trade within a broader sustainability context. Contextualized, the resolution outlines broad sustainability priorities that will shape a food and beverage policy.

Again, this list of priority sustainable products is intended to provide a menu from which the City can choose in making food and beverage decisions. The resolution does not commit the City to buying these products; instead, it states that the City will “strive to purchase these products when such products are readily available, meet applicable City standards, are competitively priced, are of comparable quality, and are procured in accordance with all of the City's existing procurement policies and with local, State and federal law.”

The resolution also encourages members of the Bloomington community to use, sell or provide Fair Trade, local, organic and responsibly-sourced products when possible.

**NOTICE AND AGENDA
BLOOMINGTON COMMON COUNCIL
SPECIAL SESSION
7:30 P.M., WEDNESDAY, MAY 22, 2013
COUNCIL CHAMBERS
SHOWERS BUILDING, 401 N. MORTON ST.**

I. ROLL CALL

II. AGENDA SUMMATION

III. LEGISLATION FOR SECOND READING

1. Resolution 13-09 Supporting Bloomington's Designation as a "Fair Trade Town" and Endorsing a Sustainable Purchasing Policy Regarding the Procurement of Food, Beverages and Catering Services

Committee Recommendation: None – *This item was not heard by a Committee of the Whole.*

IV. COUNCIL SCHEDULE

V. ADJOURNMENT



City of Bloomington
Office of the Common Council

To Council Members
From Council Office
Re Weekly Calendar – 20-25 May 2013

Monday, 20 May

4:00 pm Council for Community Accessibility, Hooker Room
5:00 pm Utilities Service Board, Utilities Board Room, 600 E. Miller Drive
5:30 pm Bloomington Human Rights Commission, McCloskey
5:30 pm Bicycle and Pedestrian Safety Commission, Hooker Room

Tuesday, 21 May

11:30 am Plan Commission – Work Session, Kelly
4:00 pm Board of Public Safety, McCloskey
5:30 pm Animal Control Commission, McCloskey
5:30 pm Bloomington Public Transportation Corporation Board of Directors,
Public Transportation Center, 130 W. Grimes Lane
5:30 pm Board of Public Works, Council Chambers
5:30 pm Commission on the Status of Children and Youth, Hooker Room

Wednesday, 22 May

10:30 am Metropolitan Planning Organization – Technical Advisory Committee, McCloskey
4:00 pm [ImagineBloomington](#) Steering Committee Meeting, Council Chambers
4:30 pm Martin Luther King, Jr. Birthday Commission, McCloskey
6:30 pm Metropolitan Planning Organization – Citizens’ Advisory Committee, McCloskey
7:30 pm Bloomington Common Council, Special Session, Council Chambers

Thursday, 23 May

11:00 am Monroe County Suicide Prevention Coalition – Awareness Committee, Kelly
12:00 pm Monroe County Suicide Prevention Coalition, Council Chambers
4:30 pm Bloomington Historic Preservation Commission, McCloskey
5:30 pm Board of Zoning Appeals, Council Chambers
5:30 pm Common Council Jack Hopkins Social Services Funding Committee – Pre-Allocation discussion, Council Library

Friday, 24 May

12:00 pm Economic Development Commission, Hooker Room

Saturday, 25 May

8:00 am Bloomington Community Farmers’ Market, Showers Common

Kindly note: All changes to meeting dates and times must be communicated to the Council Office by Thursday, Noon of the preceding week for inclusion in the Weekly Calendar.

Posted and Distributed: Friday, 17 May 2013



**City of Bloomington
Office of the Common Council**

NOTICE

The Committee of the Whole meeting scheduled for 22 May 2013 has been cancelled.

The Council will hold a Special Session that evening at 7:30pm, Council Chamber, City Hall, 401 N. Morton



**City of Bloomington
Office of the Common Council**

NOTICE OF MEETING CANCELLATION

**THE
STAFF- COUNCIL INTERNAL
WORK SESSION SCHEDULED FOR
MONDAY, 20 MAY 2013
HAS BEEN CANCELLED**

Posted: 17 May 2013

RESOLUTION 13-09

SUPPORTING BLOOMINGTON'S DESIGNATION AS A "FAIR TRADE TOWN" AND ENDORING A SUSTAINABLE PURCHASING POLICY REGARDING THE PROCUREMENT OF FOOD, BEVERAGES AND CATERING SERVICES

- WHEREAS, the City of Bloomington has a long history of supporting fair wages, workers' rights, and environmental stewardship; and
- WHEREAS, fairly-traded products reflect fair prices and environmentally sustainable production practices for farmers, direct trade relationships for producers, sustainable wages and safe working environments for workers, and investment in local economies; and
- WHEREAS, Fair Trade products such as coffee, tea, chocolate and fresh fruit are widely available and competitively priced in the United States; and
- WHEREAS, Fair Trade Bloomington is a local non-profit that has been working since 2005 to educate the community about Fair Trade and to increase the availability of Fair Trade products in Bloomington; and
- WHEREAS, Fair Trade Bloomington is working to declare Bloomington a "Fair Trade Town" and has laid much of the groundwork toward this end, including reaching out to local organizations and businesses, and has substantially grown the number of Fair Trade products available in Bloomington; and
- WHEREAS, numerous communities throughout the United States and the world have become Fair Trade Towns; this designation is intended to build awareness of Fair Trade products and to increase their local availability; and
- WHEREAS, 17 local organizations and 24 local vendors carry and support Fair Trade products, including: The Greater Bloomington Chamber of Commerce, Downtown Bloomington, Inc., Visit Bloomington and the Monroe County Building Association; and
- WHEREAS, Fair Trade Bloomington has met four of the five criteria outlined by Fair Trade Towns USA to become a Fair Trade Town; the last step is for local government to pass a resolution in support of a Fair Trade purchasing policy; and
- WHEREAS, if Bloomington is declared a Fair Trade Town, it would be the first community in Indiana to achieve such designation; and
- WHEREAS, the City has adopted a Sustainable Purchasing Policy as a necessary component in attaining LEED® for Existing Buildings: Operations and Maintenance; however, this policy does not attach to food, beverages or catering; and
- WHEREAS, Fair Trade should be one component of the City's overall commitment to the sustainable purchase of food, beverages and catering services. Other priorities include buying products that are: local, organic, of recycled content/reduced packaging, composed of rapidly renewable material, and Forest Stewardship Council® certified; and
- WHEREAS, as a consumer, the City of Bloomington has a responsibility to be aware of the ways in which our consumption has an impact on people and our environment; and
- WHEREAS, the purchase of food and catering services for public events represents a highly-visible opportunity for the City to lead by example by ensuring that the products provided at these events represent the values of the City and its citizens.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE COMMON COUNCIL OF THE CITY OF BLOOMINGTON, MONROE COUNTY, INDIANA, THAT:

SECTION 1. The Common Council supports the designation of Bloomington as a Fair Trade Town.

SECTION 2. The Common Council supports Fair Trade initiatives consistent with all of the City's purchasing policies and advises that, when purchasing food, beverages and catering services, the City should strive to incorporate one or more of the following types of products into procurement decisions: Fair Trade Certified and/or fairly-traded, locally-produced, organic, of recycled content/reduced packaging, composed of rapidly renewable material, and/or Forest Stewardship Council® certified.

SECTION 3. The City will strive to purchase these products when such products are readily available, meet applicable City standards, are competitively priced, are of comparable quality, and are procured in accordance with all of the City's existing procurement policies and with local, State and federal law.

SECTION 4. The Common Council encourages members of the Bloomington community to use, sell or provide Fair Trade, local, recycled, organic and responsibly-sourced products whenever possible for the well-being of producers, consumers and the planet.

SECTION 5. This resolution shall be in full force and effect after its passage by the Common Council and approval by the Mayor.

PASSED by the Common Council of the City of Bloomington, Monroe County, Indiana, upon this _____ day of _____, 2013.

DARRYL NEHER, President
Bloomington Common Council

ATTEST:

REGINA MOORE, Clerk
City of Bloomington

PRESENTED by me to the Mayor of the City of Bloomington, Monroe County, Indiana, upon this _____ day of _____, 2013.

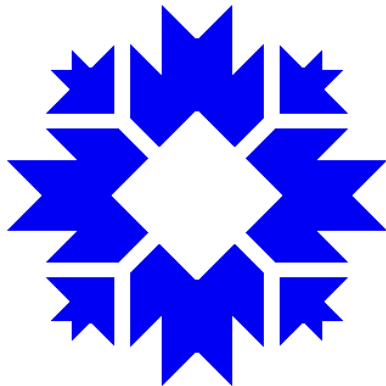
REGINA MOORE, Clerk
City of Bloomington

SIGNED and APPROVED by me upon this _____ day of _____, 2013.

MARK KRUZAN, Mayor
City of Bloomington

SYNOPSIS

This resolution is sponsored by Councilmember Sturbaum and supports the designation of Bloomington as a Fair Trade Town. The legislation resolves that when purchasing food, beverages or catering services, the City should strive to incorporate one or more of the following types of products into procurement decisions: Fair Trade Certified and/or fairly-traded, locally-produced, organic, of recycled content/reduced packaging, composed of rapidly renewable material, and/or Forest Stewardship Council® certified. The resolution states that the City should strive to purchase such products when the products are readily available, meet applicable City standards, are competitively priced, are of comparable quality, and are procured in accordance with all of the City's existing procurement policies and with local, State and federal law. The resolution also encourages members of the Bloomington community to use, sell or provide such products when possible.



**City of Bloomington
Office of the Common Council**

MEMORANDUM

To: Members of the Common Council
From: Chris Sturbaum, Councilmember District I
Re: *Resolution 13-09: Supporting Bloomington's Designation as a "Fair Trade Town" and Endorsing a Sustainable Purchasing Policy Regarding the Procurement of Food, Beverages and Catering Services*
Date: 17 May 2013

Resolution 13-09 supports Bloomington's designation as a "Fair Trade Town" and endorses a sustainable purchasing policy regarding the procurement of food, beverages and catering services. This resolution comes in cooperation with [Fair Trade Bloomington](#), a local not-for-profit that has been working since 2005 to build awareness of the Fair Trade movement and Fair Trade products. Part of their awareness-building effort is to have Bloomington declared a "Fair Trade Town." This designation strengthens the visibility of the Fair Trade movement, raises citizen awareness and increases the availability of local Fair Trade products. Becoming a Fair Trade Town calls for the completion of five steps: 1) building a community team; 2) reaching out to retailers; 3) engaging the community; 4) reaching out to media; and 5) obtaining support from local government in the form of a resolution supporting fair trade and fair trade purchasing policies. Fair Trade Bloomington has completed the first four steps of this process and now seeks Council support as the last step in the process.

As you are likely aware, Fair Trade is an organized social movement that aims to help producers in the developing world realize better trading conditions and more sustainable production practices. The purchase of Fair Trade products:

- Creates opportunities for economically disadvantaged artisans and producers
- Sets a fair price by artisans and producers
- Uses cash advances to secure supplies with prompt final payment
- Builds long-term relationships with artisans and producers that create economic opportunity
- Promotes gender equity
- Ensures safe and healthy working conditions
- Promotes responsible environmental practices

The Fair Trade movement focuses, in particular, on exports from developing countries to developed countries, most notably handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, chocolate, flowers and gold.

As spelled out in the resolution, fair trade comports with principles that the City has a long history of supporting: wage equity, workers' rights and environmental stewardship and is consonant with the City's vision of sustainability as viewed through the lenses of economic development, environmental health and social equity.

Fair Trade – The Sustainability Context

The City currently has a sustainable purchasing policy; however, this policy does not apply to food, beverages and catering services. At the suggestion of the City's Sustainability Coordinator, Jacqui Bauer, this resolution includes the goal of not only incorporating Fair Trade products when procuring food, beverages and catering services, but also outlines other sustainable priorities. Such priorities include items or materials that are locally-produced, organic, of recycled content/reduced packaging, composed of rapidly renewable material, and/or Forest Stewardship Council® certified. This list is intended to provide a menu of sustainable options from which to choose in making purchases. The resolution does not commit the City to buying these products; instead, it states that the City will "strive to purchase these products when such products are readily available, meet applicable City standards, are competitively priced, are of comparable quality, and are procured in accordance with all of the City's existing procurement policies and with local, State and federal law."

Other Fair Trade Towns

Over 600 communities in 18 countries throughout the world have been declared "Fair Trade Towns." In the US, over 30 cities have received the designation, including: Boston, MA; Chicago, IL; Chapel Hill, NC; Madison, WI; Chico, CA; Princeton, NJ and Bluffton, OH. Many US cities are actively working to secure "Fair Trade Town" status including: Atlanta, GA; Lexington, KY, Austin, TX; Houston, TX; St. Louis, MO; Seattle, WA; Dayton, OH and Cincinnati, OH.

If the Council passes this resolution, Bloomington will be the first Fair Trade Town in Indiana. Becoming a Fair Trade Town will:

- Further distinguish Bloomington's commitment to a fair price, respect for labor standards, environmental sustainability and more direct and equitable trade;
- Improve the lives of many farmers and workers around the world; and
- Build awareness and encourage local citizens to make ethical and sustainable choices.

I respectfully request your support of this resolution.



**City of Bloomington Commission on Sustainability
Support letter for a sustainable and Fair Trade purchasing resolution
Approved April 9, 2013**

Dear Mayor Kruzan and Bloomington City Council Members,

At the meeting on April 9th, 2013 the Commission on Sustainability considered a request by Fair Trade Bloomington to support the designation of Bloomington as a Fair Trade Town. Fair Trade products are produced according to Fair Trade principles. These principles support the socially and economically marginalized farmers and artisans through dialogue, transparency, and respect. In practical terms, Fair Trade provides financial support to producers and their communities, while mitigating the environmental impact of production. Thus, Fair Trade products contribute to a more sustainable framework for production and consumption, and represent a choice for consumers who look to be more socially and environmentally conscious of their consumption choices.

The Fair Trade Town designation is meant to bring awareness to Fair Trade products and increase the availability of these products in Bloomington. Fair Trade Bloomington explained that Bloomington has met four of the five criteria to become a Fair Trade Town, as outlined by Fair Trade Towns USA, including demonstrating a broad representation of Fair Trade products offered by retailers and used by community groups. Bloomington would be the first Fair Trade Town in Indiana.

We also recognize that the City must consider multiple priorities when it makes purchases. In addition to emphasizing Fair Trade, we also recommend that the resolution be reframed as a "sustainable purchasing resolution" that includes other sustainable purchasing priorities. Priority purchases should include items or materials that are locally produced, organic, and/or contain recycled content. Including these multiple priorities will also ensure that the resolution is consistent with the existing sustainable purchasing policy.

If we can provide any assistance in this effort, please contact us at sustain@bloomington.in.gov.

Respectfully,

Maggie Sullivan, 2013 Chair
Bloomington Commission on Sustainability