

Senate Bill No.: SB-2014-15-017

Date: March 23, 2015

Authored by: Talar Alexanian, A.S. Vice President
Sevag Alexanian, Lower Division Senator
Kimberly Worland, Senator, College of Business and Economics
Karissa Masmela, Senator, College of Social and Behavioral Sciences
Jorge Reyes, Chief of Staff

Referred to: Council of Chairs

Committee Rec.: **Approved on 4/28/15 (4-0-0)**

Senate Action: **Approved on 5/04/15 (17-0-0)**

Title: **A.S. Farmer's Market**

1. WHEREAS: The Associated Students, Inc. (A.S.) is the official voice of over 40,000 students of California State University, Northridge (CSUN); and
2. WHEREAS: A.S. is the primary advocate for students at CSUN and provides excellent, meaningful programs and services designed to create and enhance a spirited, learning focused campus environment; and
3. WHEREAS: The Associated Students, Inc. celebrates the successful launch of the A.S. Farmer's Market, and the collaborative efforts of The University Corporation, Department of Police Services, Parking and Transportation Services, Physical Plant Management, the Matador Involvement Center and Raw Inspirations; and
4. WHEREAS: The University Corporation handles the vendor contract between the University and Raw Inspirations for the market, and will also be the agent negotiating any future contracts; and
5. WHEREAS: A.S. collected data from more than 3,000 students during the Fall 2014 semester in order to determine the items students wanted to see at the market as well as designate the day of the weekly market; and
6. WHEREAS: Students clearly stated that they want a variety of food and produce options in the market that are fresh, seasonal, locally grown, prepared on-site, and different from the other food offerings on campus; and

-
7. WHEREAS: The Farmer’s Market is held every Tuesday and currently includes a variety of fresh, local and organic produce as well as prepackaged and prepared foods; and
8. WHEREAS: The high amount of traffic seen at the weekly Farmer’s Market suggests that it creates a communal environment for the student body and integrates students within the campus community; and
9. WHEREAS: Enhancing the overall quality of life on campus contributes to higher student retention rates; and
10. WHEREAS: Based on the satisfaction survey conducted, the vendors who participated at the A.S. Farmer’s Market are generally content to be participating and over 90% wish to return in the following year; and
11. WHEREAS: According to the Spring 2015 Elections Survey results, over 85% of the student body is aware of the A.S. Farmer’s Market; and
12. WHEREAS: According to the same survey, 95% of students reported they would like to see the A.S. Farmer’s Market continue; therefore let it be
1. RESOLVED: That the Associated Students, Inc. will continue to support the funding necessary to hold the market for at least the next two fiscal years: 2015-16 and 2016-17; and let it be further
2. RESOLVED: That the Associated Students, Inc. will continue to survey students, faculty and staff who frequent the market in order to establish their priorities for market vendors; and let it be further
3. RESOLVED: That the Associated Students, Inc. provides this information to both the The University Corporation and the University President’s Office on a semester basis; and let it be further
4. RESOLVED: The Associated Students, Inc. thanks and commends The University Corporation for their help with the Farmer’s Market and providing this important program to the campus; and let it be further
5. RESOLVED: A.S. would like to continue to be part of the negotiation process with TUC and Raw Inspirations as it regards the vendors that are authorized to participate in the market, and to ensure that those vendors chosen are ones that reflect the survey data, as well as the TUC’s criteria; and let it be further

6. RESOLVED: That copies of this resolution be distributed widely, including but not limited to the following:

- Dianne Harrison, President, CSUN
- William Watkins, Vice President of Student Affairs & Dean of Students
- Rick Evans, Executive Director, The University Corporation
- Anne Glavin, Chief of Police, Department of Police Services
- Larry Isrow, Parking and Transportation Services Manager, Department of Police Services
- Jim Logsdon, Grounds and Events Manager, Physical Plant Management
- Vicki Allen, Asst. Director for Student Involvement, Matador Involvement Center
- Raw Inspirations
- Adam Swenson, Faculty Senate, President
- The Daily News
- The Sundial
- CSUN Today

Tiffany Zaich
President, 2014-2015

Talar Alexanian
Vice President, 2014-2015