

The Center for
Urban Agriculture at
**FAIRVIEW
GARDENS**



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598 N. Fairview Avenue
Goleta, CA 93117
Phone (805) 967-7369
Fax (805) 967-0188

E-mail:
info@fairviewgardens.org
www.fairviewgardens.org

October 1, 2011

Scott Kolwitz, Senior Planner
City of Goleta – Planning & Environmental Services
130 Cremona Drive
Goleta, Ca 93117

Re: Fairview Gardens October 2011 Quarterly Progress Report

Dear Scott:

The following is our October 2011 Quarterly Progress Report for the Fairview Gardens CUP.

Our summer has been a time of big transition in regards to our staff, our fields and our plans.

First, we have hired a new Marketing Manager and a new Production Manager.

- Our new Marketing Manager is Julie Beaumont. She worked in this position in 2005, and has an amazing knowledge of Fairview Gardens and its potential. She has been a tremendous asset to us in understanding our marketing outlets and sales plans.
- Our new Production Manager is Shawn McMahan. He was the produce manager at the Isla Vista Food Coop and has been running his own farm for the last 2 years. His addition to our team has also been exemplary in the farm knowledge he brings as well as his commitment and dedication to our farm.

Since Julie and Shawn have come on board in July we have been slowly building a new farm site plan, as well as coming up with a farming plan that gives us the growing plan to ensure good fall and winter growing.

Those of you who come and visit the farm will notice that the fruit trees that have long been in the center of the farm are mostly gone. The fruit trees were at the end of their productive lives, so they had to be removed. Removing the trees has given more options to the new farm site plan. We will be planting new orchards and many other new crops this winter. In the next two years all of our new plantings will start to bear fruit. In the meantime, we are enjoying the tremendous view onsite!

We have also been working hard in building our Board of Directors. Our newest Board Member is Dayna Birkley. She is a local Goleta resident and brings strong gifts from years on the board of the Community Environmental Council, and Wilderness Youth Project. We also are pleased to announce Marshall Rose from the Hollister Brewing Company has joined our Advisory Board.

We have been diligently working on our strategic plan and it will be delivered to the City of Goleta on the 19th of October. This will form the basis of all the rest of our planning as we move forward. Close on its heels will be a new business plan and the final version of our new farm site plan. Collectively, these three documents should prepare Fairview Gardens for a successful sustainable financial, environmental and educational future.

Our farm stand has received help with a donation from a local land owner. We are hoping with this money that we can begin the renovation process to the farm stand that will allow us to reopen to sell off site produce and the other grocery items that we were know for in the past.

We are confident that with implementation of the strategic, business and farm plans and a renovated farm stand, Fairview Gardens will become financially successful again. Funds will then again be available to make headway on debts owed, fundraising planned and the establishment of a financial cushion.

Our progress report on Phase 5 fundraising follows:

Total Fundraising Accomplishments since C.U.P issuance (7/1/08):

Beginning Balance	\$3,382.74
Total Funds Raised to Date for Phases 1 – 5:	\$332,667.24
Total Funds Expended to Date for Phases 1 – 5:	\$332,667.24
Total Funds Available for Phase 5 Completion:	\$3,382.74
Total Estimated Cost for Phase 5 Completion:	\$1,410,682.00
Total Funds Needed for Phase 5 Completion:	\$1,407,299.26

In-Kind Contributions

- Suzanne Elledge Planning and Permitting Services (Planning Services)
- Thompson Naylor Architects (Architectural Services, Discounted Rate)
- Victor Schumacher (Architectural Services)
- Allen Associates (Project Management, Potential Builders, Discounted Rate)
- Penfield and Smith (Survey and Engineering Services)
- Wilson Environmental Landscape Design (Landscape Design)
- Phillip Seymour (Legal Counsel)
- Dennis Elledge (Building Contractor / Project Management)
- Matt Dobberteen (Planning Fees)

- Marborg Industries (Waste Management, Discounted Service)
- Hayward Lumber (Materials Donation/Discount)
- Harriet Eckstein (Graphic Design)
- Martin Camp (Carpentry and Construction)
- Mr. Pink the Computer Shrink (Technical support)
- Susan Moriarty (Legal Counsel)
- Staples Construction

As always, the farm board and management are meeting regularly to work on strategizing and fundraising for the remaining Phase Five. Please feel free to contact me with any questions.

Thank you,
Mark Tollefson
Executive Director
The Center for Urban Agriculture
at Fairview Gardens
805-967-7369
mark@fairviewgardens.org