



City Manager's Report
February 14, 2017 City Council Meeting
Prepared By: Steve Youel, Director of Community Services

Item#: 12.1

Subject: Direct Staff on how to proceed with “SOL” Community Farmers Market held at the Fox Lot located at 241 Main Street, Placerville.

Background: In June of 2016 City Council authorized the Director of Community Services to execute an agreement with “SOL” Community Farmers Market to conduct a certified farmer’s market to be held within the City’s Fox Lot parking lot. After a considerable amount of discussion it was agreed that the Fox Lot was a suitable location and that the City should allow the “SOL” Community Farmers Market to run every Sunday, July through October (see attached agreement). Furthermore, it was suggested the City reassess the use of Fox Lot for such events once the first “SOL” Community Farmers Market lease term had ended. The lease agreement has now expired and staff is seeking direction on whether to continue the “SOL” Community Farmers Market at its current location or consider other options.

Discussion: The Community Services Department did not receive any formal complaints regarding said Farmers Market. However, there were several concerns regarding parking and traffic congestion during coinciding events on Main Street, a lack of vendors for the amount of space utilized and potentially unsafe pedestrian traffic entering and exiting the market. Additional “no parking” signs were added as a result of complaints from hotel visitors. In addition, the farmer’s market did not supply their own cones and barricades as required and early on requested those items from the City. The Jack Russell Brewery was not open for lunch last year for most of the time the market was running. The restaurant is now open for lunch and therefore additional parking is desirable.

Based on these issues and the size of the market, staff questions the value of continuing the farmers market at this location. From staff’s review, the market generally only had 3 – 4 actual “farmer’s market” booths plus a few other commercial type booths. For these reasons staff is requesting Council direction on how to proceed.

Options:

- 1.) Direct Staff to enter into a lease agreement with “SOL” Community Farmers Market (under the same terms/conditions as covered in the 2016 lease agreement) for the upcoming 2017 season.
- 2.) Direct Staff to modify or add terms/conditions to the 2017 lease agreement.

- 3.) Direct Staff to identify other potential City property locations for the “SOL” Community Farmers Market on Sundays.
- 4.) Do not enter into a lease agreement with “SOL” Community Farmers Market on Sundays.

Cost: Minimal Staff time to negotiate agreement with “SOL”.

Budget Impact: Last year’s agreement stipulated that the tenant would pay \$150.00 per month for use of the lot.

Recommendation: Direct Staff on how to proceed with “SOL” Community Farmers Market held at the Fox Lot located at 241 Main Street, Placerville.



M. Cleve Morris, City Manager



Steve Youel, Director of Community Services

Attachment:

A - Expired 2016 Lease Agreement