



AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: October 15, 2013

Approvals:

City Manager [Signature]
Dept. Head [Signature]
Attorney [Signature]
Finance [Signature]

Department: Beaches, Parks & Recreation
Prepared By: Sharon Heider, Beaches Parks & Recreation Director

Subject: *FARMER'S MARKET PERMIT EXTENSION.*

Fiscal Impact: The City currently receives \$250 per month for the right to use an area of Avenida Del Mar each Sunday for the Farmer's Market.

Summary: The current permit for the Farmer's Market on Avenida Del Mar will expire on December 31, 2013. Staff is authorized to issue a three-year extension to the existing permit, however, members of the public have expressed a desire for the City to issue a Request for Proposal for the Farmer's Market operations, and the City Council requested this item be placed on the agenda for discussion.

Background: The current permit for the Farmer's Market will expire on December 31, 2013. The Farmer's Market is located on the 200 Block of Avenida Del Mar each Sunday from 9:00 a.m. to 1:00 p.m., and is held via a Special Event Permit with an exception from City Council as the Farmer's Market exceeds the normal number of days allowed under a Special Event permit. The permit has been issued for the past eighteen years to Sandy and Rick Heil and Jan Peverill. At the last review of this item, the City Council approved the permit, and additionally authorized staff, "to issue on-going three-year extensions, provided that there are no violations to the permit conditions".

Discussion: There have been no violations of the permit conditions. There have been some complaints against the Farmer's Market or Rick Heil, but they would not have been sufficient to deny renewing the Special Event Permit. It should be noted however, that the past two years, staff has been asked to address conflicts between the Downtown Business Association Car Show's desire to expand and the existing Farmer's Market.

Recently staff and the City Council have been made aware of complainants, including a letter referencing a petition requesting the operation be put out for a Request for Proposal. At the writing of this report, no petition has been received by staff. The City currently receives \$250 per month from Introductions Unlimited, Inc. for the right to use the area for the Farmer's Market. Staff has not surveyed the current market rate for the monthly rent, and a Request for Proposal (RFP) process could assist in determining what the market might support for a monthly rent. However, a RFP process could take several months. This may impact the consistent operation of the Farmer's Market should it go beyond the existing Special Event

permit expiration date unless an agreement could be reached to extend the permit on a month by month basis.

Recommended

Action: STAFF RECOMMENDS THAT the City Council direct staff to either 1) extend the existing Special Event Permit for three years, or 2) issue a Request for Proposal for the operation of the Farmer's Market on Avenida Del Mar.

Attachments: None.

Notification: Rick and Sandy Heil
Downtown Business Association
Interested Parties

9B-2