



AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: March 21, 2017

Agenda Item 6F

Approvals:

City Manager JM

Dept. Head ES

Attorney [Signature]

Finance [Signature]

Department: Beaches, Parks & Recreation
Prepared By: Samantha Thomas, Recreation Manager [Signature]

Subject: *FARMERS MARKET AT NORTH BEACH.*

Fiscal Impact: Yes, potential revenue from the farmer's market operator, art, and food vendors, and additional expenditures associated with staff resources that is budgeted in FY 2016-17.

Summary: The Beaches, Parks and Recreation Department is seeking to implement a new farmers market and art fair at the North Beach/El Camino Real lot located at 1832 N El Camino Real to be held on Wednesdays, on a weekly basis.

Background: In accordance with the General Plan sections BPR-1.11 and BPR-3.06, it is the goal of the City to provide recreational programming that enhances the vitality of neighborhoods and to specifically address the North Beach area to function as a recreational and cultural hub. With many recent enhancement projects in the North Beach area including the reopening of the Ole Hanson Beach Club in fall 2016, the area has become revitalized with increased traffic and usage. In light of these improvements, there have been several requests made by the North Beach community to seek out ways to provide additional events and services in this area. This initiative also addresses several Beaches, Parks & Recreation Strategic Implementation Measures, including BPR-24 and BPR-31 focused on the availability of healthy food options through farmers markets.

Discussion: Beginning in April 2017 the Beaches, Parks & Recreation Department seeks to expand its special event services to include a weekly Wednesday market at North Beach, called the North Beach Market. This event will be held on the El Camino Real lot and will include local art vendors, live music, and a certified farmers market. To remain consistent in the City's farmer's market efforts, staff will work with Introductions Unlimited, Inc., the current Sunday farmer's market operator, to extend these services to the new North Beach Market. The market will operate as a pilot program through October 2017. Upon completion staff will review the operations and reassess the program, to include provisions within the certified farmer's market component.

Recommended

Action: STAFF RECOMMENDS THAT the City Council approve:
(1) A weekly market at North Beach as a pilot program beginning April 2017; and
(2) Authorize City Manager to draft an amendment to the Farmers Market Agreement with Introductions Unlimited, Inc. to include a weekly market at the North Beach/El Camino Real lot.

Attachments: None.

Notification: Introductions Unlimited, Inc.
North Beach Community Association