

**TO:** JAMES L. APP, CITY MANAGER  
**FROM:** JOHN R. McCARTHY, DIRECTOR OF PUBLIC WORKS  
**SUBJECT:** UPDATE RESOLUTION No. 93-70 REGARDING NORTH COUNTY FARMERS' MARKET OPERATIONS  
**DATE:** APRIL 20, 1999

**Needs:** For the City Council to consider revising Resolution No. 93-70, to update the operating hours of the Friday afternoon North County Farmers' Market.

- Facts:**
1. Resolution No. 93-70 was adopted allowing the North County Farmers' Market to operate in the downtown on Friday afternoons.
  2. We have received a request from the North County Farmers' Market to amend the operating hours of the Friday afternoon Market.
  3. The operating hours change from:
    - No Parking: Old: 3:30 p.m. – 9:00 p.m.  
New: 2:45 p.m. – 9:00 p.m.
    - Operation: Old: 4:00 p.m. – 8:00 p.m.  
New: 3:30 p.m. – 7:00 p.m.
    - Winter close will be at 6:00 p.m.

**Analysis and**

**Conclusion:** The North County Farmers' Market is requesting Resolution No. 93-70 be amended to change the hours of the Friday Market in the downtown. These changes have been outlined in the attached resolution.

**Policy**

**Reference:** Resolution No. 93-70.

**Fiscal**

**Impact:** None.

**Options:**

- A. For the City Council to consider adopting the attached resolution amending Resolution No. 93-70 updating the hours of the North County Farmers' Market during the Friday afternoon Market in the downtown area.
- B. Amend, modify, or reject the above option.

RESOLUTION No. 99-\_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF PASO ROBLES  
AMENDING RESOLUTION No. 93-70  
NORTH COUNTY FARMERS' MARKET OPERATING HOURS**

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**WHEREAS**, Resolution No. 93-70 was adopted allowing the North County Farmers' Market to operate in the downtown on Friday afternoons; and

**WHEREAS**, We have received a request from the North County Farmers' Market to amend the operating hours of the Friday afternoon Market.

**THEREFORE, BE IT RESOLVED AS FOLLOWS:**

Section 1. That the City Council of the City of Paso Robles does hereby amend Resolution No. 93-70 to reflect a change in operating hours as follows:

No Parking: Old: 3:30 p.m. – 9:00 p.m.  
New: 2:45 p.m. – 9:00 p.m.

Operation: Old: 4:00 p.m. – 8:00 p.m.  
New: 3:30 p.m. – 7:00 p.m.

Winter close will be at 6:00 p.m.

**PASSED AND ADOPTED** by the City Council of the City of Paso Robles, this 20<sup>th</sup> day of April, 1999, on the following vote:

**AYES:  
NOES:  
ABSENT:  
ABSTAIN:**

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**Duane Picanco, Mayor**

ATTEST:

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**Madelyn Paasch, City Clerk**



CERTIFIED FARMERS' MARKETS  
P.O. BOX 1783 • PASO ROBLES • CA 93447

City Clerk  
City of Paso Robles

March 3, 1999

*To: C. Pennone  
Please work w/  
Market Mgr to  
fulfill their  
requests. That*

*3/17/99 ps - let me know  
of progress*

Dear Candy,

Upon reviewing the City of Paso Robles Resolution No. 93-70, attachment A, which allows the Farmers Market to operate at the City Park on Friday afternoons, I realize there are a few changes from this original authorization that we need approved and recorded.

1 - Market Hours:

- set-up time is 2:45 pm
- set-up for Special Events is 2:30 pm (Strawberry Festival and Taste of Downtown)
- Open year-round at 3:30 pm
- Winter close (Oct - Apr) at 6 pm
- Summer close (May - Sept) at 7 pm

~~2~~ - NCFMA invites legitimate Main Street merchants to participate and set up on the grass, if their products do not conflict with NCFMA vendor products.

With Mr. App's permission (Spring '98), our petting zoo and ponies are set up on the grass.

We have two Special Events planned per year when we utilize the Park for activities: The Strawberry Festival (first Friday in May), and The Taste of Downtown Watermelon Tasting (Friday of Labor Day weekend).



**CERTIFIED FARMERS' MARKETS**  
P.O. BOX 1783 • PASO ROBLES • CA 93447

We plan to have acoustic music every week. If we should want amplified music at some time, do we need a special permit or notification?

Also, we've found at other Markets that having handicap parking close by is a great service to our customers. We'd like to designate to first 2 spots off the corner of 12th St. and Pine St., on Pine St. facing the Park, as temporary Handicap Parking during the Market. We have movable signs to place there. Do we need city approval?

I greatly appreciate any assistance you can give as we redevelop this Market. It is our hope to strengthen our reliability and integrity, and offer the community of Paso Robles the finest fruits and vegetables in the North County.

Sincerely,

Jai Ferris  
Market Manager  
239-2374

RESOLUTION NO. 93-70

A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF EL PASO DE ROBLES  
AUTHORIZING STAFF TO ISSUE AN  
ENCROACHMENT PERMIT TO THE  
NORTH COUNTY FARMERS MARKET ASSOCIATION, INC.  
FOR A FRIDAY NIGHT FARMERS MARKET

WHEREAS, it is the goal of the City of El Paso de Robles to revitalize the downtown,  
and

WHEREAS, it is the recommendation of the Economic Task Force and Main Street that  
the City create activities which would generate pedestrian traffic in the downtown, and


WHEREAS, the North County Farmers Market Association, Inc. has requested  
permission to operate an additional farmers market on Friday evenings, and

WHEREAS, the Market will provide additional and regular pedestrian traffic in the  
downtown,

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of El Paso de  
Robles authorizes the Public Works Director to issue an encroachment permit, including  
the conditions set forth on Attachment "A", attached hereto and incorporated herein by  
this reference, to the North County Farmers Market Association, Inc.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles, this  
16th day of March, 1993, on the following vote:

AYES: Heggarty, Macklin, Martin, Picanco, and Iversen  
NOES: None  
ABSENT: None



MAYOR CHRISTIAN E. IVERSEN

ATTEST:



RICHARD J. RAMIREZ, CITY CLERK

**Farmers Market Operating Conditions**

- A. **Location:** South side of 12th Street, from Spring to Pine Street. No street closure is required (map attached).
- B. **Hours of Operation:** No Parking: 3:30 p.m. to 9:00 p.m.  
Market Operation: 4:00 p.m. to 8:00 p.m.
- C. **Products for sale (produced in the State of California only):**
1. Fresh fruits and vegetables, nuts, eggs, honey, juices or cider
  2. Nursery stock, cut flowers, dried fruits, processed nuts
  3. Processed and/or cooked food (providing it meets health requirements).
  4. Crafts which are hand-crafted and home-based (made in the home) and which are sold by the maker/creator. Attached are North County Farmers' Market Rules and Regulations regarding craft sales.
- D. **Certification:**
1. The North County Farmers' Market Association must hold a current "Certified Farmers Market Certificate" for Paso Robles, issued by the California Department of Agriculture.
  2. Sellers of fresh produce shall hold and post a valid "Certified Producers Certificate"
  3. Crafts vendors must be a member of the NCFMA's crafts program.
- D. **Liability:** The Market will provide liability insurance in the amount of \$1,000,000 and in a form to be approved by the City Attorney.
- E. **Signage:**
1. Placement of any signs must be approved by the Public Works Director and will be incorporated in the encroachment permit.
  2. Any signs advertising the Market shall comply with the applicable Municipal codes.
  3. Participating farmers shall have posted signage which complies with California Certified Market Association and which indicates product names and prices.

G. Cleanup: The Market shall be responsible for the cleanup of 12th Street (from curb to curb) between Spring and Pine Streets.

H. Non-Profit/Community Organizations:

The market shall provide for no more than two non-profit or community organizations to conduct fundraising activities per market.

I. Fire Lanes:

The Market shall provide clear access to all fire hydrants and will provide fire lanes, as required by the city Fire Chief.