

TO: James L. App, City Manager
FROM: Meg Williamson, Interim Public Works Director
SUBJECT: North County Farmer's Market Hours
DATE: February 17, 2004

NEEDS: For the City Council to consider approving a change in hours of the Tuesday Farmer's Market.

FACTS:

1. The North County Farmer's Market Association (NCFMA) has made a request for a change of operating hours for the Tuesday Farmer's Market.
2. The Tuesday Market is currently held between 4pm and 7pm.; the request is to change the hours to 10am to 1pm.

ANALYSIS

AND

CONCLUSION: When the Tuesday market was held in the morning hours (10am to 1pm) when it was located on 14th Street, the NCFMA found it to be more successful. They attribute the success of the earlier hours to the fact it is cooler in the mornings in the summer and the hours are entirely during daylight during the winter. These issues have actually hindered NCFMA's ability to attract new vendors to the market.

In addition to the temperature and daylight factors, operating the market during the lunch hour would continue to provide local workers an opportunity to shop their local Farmer's Market.

POLICY

REFERENCE: None

FISCAL

IMPACT: None

OPTIONS:

- a. Approve Resolution No. 04-xx approving the change in hours for the Tuesday Farmers Market to 10am to 1pm.
- b. Amend, modify or reject the above option.

Attachments (2)

- 1) Resolution
- 2) Letter

RESOLUTION NO. 04-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING A CHANGE IN OPERATING HOURS FOR
THE NORTH COUNTY FARMER'S MARKET HELD TUESDAYS
ON THE 11TH STREET SIDE OF CITY PARK

WHEREAS, the City received a request from the North County Farmer's Market Association (NCFMA) to change the hours of the Tuesday Farmer's Market; and

WHEREAS, the NCFMA found morning hours made a more successful market due to cooler temperatures in the summer and daylight hours in the winter; and

WHEREAS, operating during the lunch hour provides an opportunity for local workers to shop at their local Farmer's Market.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby approve changing the hours of the Tuesday Farmer's Market to 10:00 a.m. to 1:00 p.m.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 17th day of February 2004 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Sharilyn M. Ryan, Deputy City Clerk



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

January 14, 2004

Honorable Mayor Frank Mecham
And City Council Members
City of Paso Robles
1000 Spring Street
Paso Robles CA 93446

Dear Sirs:

The North County Farmers' Market Association requests a change of operating hours for the Tuesday Farmers' Market. The market is currently held from 4 p.m. to 7 p.m., and we are requesting a change to 10 a.m. to 1 p.m. At the city's request, the market recently relocated to the park so no street closures will be required. The reasons for this request are as follows:

1. The Tuesday market was held in the morning hours when it was located on 14th Street and it proved to be more successful. In hindsight, we now face the realization that the market was frequented by more people when it was held early. The main problems with the afternoon hours are the intense summer heat and having to operate a good portion of the market in the dark in the winter hours. These obstacles have, in fact, hindered our ability to attract new vendors to the market. In order to attract and retain customers, we need a good product spread.
2. Running the market through the lunch hour would continue to provide local workers an opportunity to shop.

The NCFMA is committed to making the Tuesday market a success. In fact, we recently closed the Friday Walmart market so we could focus all of our efforts on the downtown market. We hope you will approve our request as the operating hours are key to attracting more vendors and customers to the market.

Thank you for your consideration.

Sincerely,

Kim Rogers
Secretary NCFMA