



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: January 19, 2021

Subject

License agreements with Pacific Coast Farmers Market Association (PCFMA) to operate weekly Friday farmers market in the Creekside Park north parking lot and with West Coast Farmers Market Association (WCFMA) to temporarily operate weekly Sunday farmers market the Senior Center/Memorial Park parking lot.

Recommended Action

1. Authorize the City Manager to negotiate and execute a license agreement with Pacific Coast Farmers Market Association (PCFMA) to use the Creekside Park north parking lot for a weekly Friday farmers market; and
2. Authorize the City Manager to negotiate and execute a license agreement with West Coast Farmers Market Association (WCFMA) to temporarily use the Senior Center/Memorial Park parking lot for a weekly Sunday farmers market.

Discussion

Cupertino has two popular farmer's markets serving the community. These include a Friday farmer's market at Creekside Park, organized by PCFMA and a Sunday farmer's market, which has been held at the Oaks Shopping Center, organized by the WCFMA. The Oaks Shopping Center site is no longer available as a farmer's market venue. The WCFMA is therefore proposing to temporarily relocate the Sunday farmer's market to the Senior Center/Memorial park parking lot, until June 1, 2021 at the latest, while it identifies a permanent location for its market. Meanwhile, PCFMA seeks to extend its ability to use the Creekside site (which was originally approved on a trial basis with a special use permit) until June 2022, as the proposed license agreement would permit.

The license agreements include clearly defined conditions of use, including a site plan, parking requirements, set-up/clean-up and signage requirements. These defined conditions also allow the City Manager to review PCFMA's and WCFMA's activities to ensure compliance. The agreements will give the City Manager authority

make any necessary adjustments to the license agreements. Through the license agreements, the City would allow PCFMA and WCFMA to use the specified City parking lots free of charge for their weekly Cupertino farmer's markets, in consideration of the health and nutritional benefits those markets bring to the Cupertino community.

Draft versions of the license agreements are attached to this staff report as Attachments A and B. Approval of the Recommended Action would authorize the City Manager to negotiate final versions of the agreements with PCFMA and WCFMA, and to execute those agreements.

Sustainability Impact

Continuing the Friday and Sunday farmer's markets will greatly benefit the community by providing access to fresh and locally sourced produce and food items. This would also potentially help reduce the City's greenhouse gas emissions and carbon footprint.

Fiscal Impact

No impact; the draft license agreements do not charge a use fee.

Prepared by: Rachelle Sander, Recreation Supervisor

Reviewed by: Joanne Magrini, Director of Parks and Recreation

Approved for Submission by: Dianne Thompson, Assistant City Manager

Attachments:

A – Draft License Agreement with PCFMA

B – Draft License Agreement with WCFMA